



INSIDE DOPE

by GEORGE F. TAUBENECK

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Industry Sports Notes—
The Two Teds

Detroit Lubricator's Ted Coggin has done it again. Ted, long accredited as one of the best sportsman sailors in the world, directed the crew of the cutter Medie, which won top honors in its class in the annual Mackinac race.

Kold-Hold's Ted Schroeder became the world's top tennis player when he won the hallowed Wimbledon tournament in England not long ago.

His Kold-Hold bosses, Jim Tranter, Ed Thiele, and Lee Worthington, are mighty proud of him.

Ted was the hero of America's last successful defense of the Davis Cup (which represents the international tennis team championship). Upon his return to the United States following his Wimbledon victory, reporters asked him:

"Will you be available for the Davis Cup matches in late August and September?"

"I'm a refrigeration salesman," Schroeder replied, "and I'm only supposed to have one vacation a year. I have a good job with good prospects, and I don't want to jeopardize my future. If the Kold-Hold company thinks it's all right, I'll compete. It's up to my bosses."

Please . . . Jim, Ed, and Lee.

The Uncommon Man
And the Common Good

Those who put "security" above all else, those who fall for Communism, are the discouraged, the defeated, and the debilitated.

They've lost confidence in themselves. Because the human ego-mechanism rejects self-criticism, discouraged men turn self-blame and self-pity into hatred for those who still retain their self-confidence, those who aren't defeated and discouraged.

In seeking "security" they rob and wreck the very men who could make that "security" possible. The greatest security is found in a civilization which offers plenty of good jobs of all sorts, and plenty of job choices. "Security" is thus synonymous with opportunity for the common man.

On a different level, opportunity for the uncommon man—the exceptional fellow who creates jobs, and sometimes gets rich at it—also leads to "security" for the unexceptional. Not only do the uncommon men create jobs and prosperity, but it is the money they make—taken from them by taxation—which supports the idle and the indigent and the unlucky.

Fear and discouragement lead voters to support measures which rob or handicap the uncommon man. Temporary redistribution of savings may result, but after these pittance hand-outs are exhausted, the embittered voters are worse off than before. The Golden Geese are gone.

Real "security" can be had only when the Golden Geese (the uncommon men) are prodded into greater exertion. So what if they become well-to-do? They create wealth (capital) and underwrite security (jobs).

Envy can impoverish the envious.
(Concluded on Page 6, Column 1)

Not Good Enough?

Frozen Food Packers Say Sales Are
Slowed by Inadequate Retail Cabinets

NEW YORK CITY—Representatives of two large frozen food packers have charged that expansion of the frozen food industry is being retarded by a lack of adequate refrigeration equipment for retail outlets, according to the New York Times.

Ambrose E. Stevens, vice president of Vacuum Foods Corp. and president of the Eastern Frozen Foods Association, was quoted as saying:

"Household demand for frozen foods has expanded hugely. But refrigerated equipment for selling it in groceries has not kept up with the parade."

"He added," the Times reported, "that because retailers' equipment was so limited, a special cabinet solely for orange juice concentrate would appear after Labor Day."

George L. Mentley, of Birds Eye-Snyder Div. of General Foods, declared that until that same equipment is enlarged, the "1,001 new products that are on the fire for home-makers" can't take form commercially, the newspaper said.

Stevens and Mentley made their charges before newspaper food editors at a luncheon given last Monday by H. C. Bohack Co., operator of a

chain of supermarkets. Later in the week, Bohack's launched a big promotion aimed at increasing sales of frozen foods stocked in 113 of its 300 stores.

"Its equipment is superior to the cramped cabinets so general at retail, particularly in the metropolitan area, as the editors discovered in a pre-lunch tour of the chain's air conditioned supermarket in Whitestone," said the Times article, which appeared under the by-line of Jane Nickerson.

"But even that market's reach-in storage case, accommodating 980 packages at zero F., cannot handle all the products interesting to customers," George Phillips, Bohack sales manager, admitted.

"Frozen meats, except for the perennial hamburger, are too bulky to carry at present, although chicken is available in three or four forms."

Bohack's current promotion was said to be the largest ever staged in the East. The drive features five of the most popular frozen food items and one variety of frozen fish at reduced prices and case lots at a 5% discount to consumers who place special orders.

'Mystery Tune' Clues
Get Dealer's Ads Read

CASPER, Wyo.—A sure-fire stunt which has insured that more people read appliance advertising than ever before, has been developed by M. McKelvey, manager of the Charles E. Wells Co., major appliance dealership at 212 E. 2nd St. here.

McKelvey, an ardent follower of national giveaway radio programs himself, makes it a point to listen to national commentators who give tips on "mystery melodies."

As soon as he has a tip on the name of a "mystery song," which he feels is probably correct, McKelvey incorporates it in appliance advertising, in a box in the corner of display advertisement.

Printed in the box is the suggestion, "Paste this on your telephone." Copy below explains "This is a reliable guess as to the 'mystery song' of the week"—naming a particular radio program which has won a tremendous listenership.

June Room Cooler Sales
Up 270% In Penn Area

PITTSBURGH — Room coolers really caught on during June in southwestern Pennsylvania, a sales report issued by the West Penn Power Co. indicated recently.

During the month local dealers in the predominantly rural territory sold 74 of the units, which was 270% more than they sold in June last year and 825% more than they sold in May.

Clothes driers showed a 158%
(Concluded on Back Page, Column 5)

Frigidaire Recalls 750
Production Employees

DAYTON—Frigidaire Div. of General Motors Corp. has announced the recall of 750 employees, according to a press wire dispatch emanating from Dayton this week.

This figure of 750 employees recalled, company officials said, is in addition to the 250 employees rehired July 19.

"A company spokesman said the recall of 1,000 employees was made necessary primarily by continued sustained demand for refrigeration products," the dispatch said.

San Francisco Fight
Won on 'After Hours'
Frozen Food Selling

SAN FRANCISCO — Considerable progress has been achieved in the San Francisco area in the liberalization of restrictive ordinances on frozen foods, and on pre-cut meat regulations.

A revised ordinance took effect July 22 in San Francisco permitting the unrestricted sale of frozen meats, poultry, and fish after 6 p.m. weekdays and all day long on Sundays and holidays. The liberalized ordinance had been opposed by the Butchers' Union and some retail meat dealers.

The city council in Berkeley late in June granted final passage to an amended ordinance governing meat sales, which permits sales of both fresh and frozen meats and poultry at any time, eliminating an existing restricting which banned sales between 6 p.m. and 7 a.m., and on Sundays and holidays.

It also enables meat merchants to operate without walk-in boxes, heretofore required, permitting them to have meat cut at central locations, then delivered to freezers throughout the city. Merchants must provide coolers and refrigerators adequate in size and of a construction approved by the City Health Department.

The Refrigeration Contractors Association of Northern California has joined with other interested groups to try and bring about similar ordinance revisions in Oakland and Alameda.

Rival Locker Groups Both Claim
'Firsts' for Coming Conventions

DETROIT—Programs for the separate conventions and expositions to be held this year by the National Frozen Food Locker Association and the Frozen Food Locker Institute have been announced as the feud between the two groups continues.

Both organizations will hold their meetings in Chicago hotels, the NFFLA's affair being set for the Stevens on Aug. 28-31 and that of the FFLI for the Sherman on Oct. 3-5. The groups had been staging joint presentations until this year, when differences over details of a new contract resulted in the split.

Armed Forces Will
End 'Special Order'
Business at PX's

WASHINGTON, D. C.—The armed forces have agreed to discontinue "special order" business at military stores starting Oct. 1, it was announced last week by Rep. Philip J. Philbin, chairman of a House Armed Services subcommittee.

Philbin said the action was one of several recommended by his subcommittee, which has been looking into the operation of post exchanges and ship service stores. Numerous retailers have testified that the stores compete unfairly with private business.

The special-order arrangement permits military stores to order items not carried in stock (such as major appliances) for persons entitled to buy at the outlets. Witnesses have told the subcommittee that the stores sell home furnishings and other articles at only slightly more than wholesale prices.

The services agreed to abandon special orders and make other changes after legislative action was threatened by the subcommittee, according to Philbin.

"There can be no question that the armed forces are actively competing with established private business," the Massachusetts Democrat declared. "It is inevitable that these stores can sell merchandise at a much lower price than merchants in the same vicinity."

Earlier, the armed forces had offered to eliminate special orders at military stores in areas where "adequate commercial facilities are con-
(Concluded on Page 4, Column 1)

Philco To 'Review'
Dealer Organization

PHILADELPHIA—"Philco distributors throughout the country are starting this week on the most complete survey and analysis of dealer distribution ever conducted in the radio and television industry," declares John M. Otter, vice president and general sales manager of the Philco Corp.

"Plans have been made to interview between 15,000 and 20,000 dealers in the course of this survey and, therefore, the information gathered should give us an accurate and up-to-date report by city and by county of the Philco distribution organization. We believe that the information resulting from this survey will enable the Philco Corp. to consolidate and further strengthen its dealer structure."

"Immediately following the war, many newcomers entered the retail appliance field. This growth was so rapid that we believe the time has come to review the whole situation in the light of today's conditions. We feel," Otter stated, "that by conducting this survey, we are not only serving our own interest, but will help to stabilize the industry as a whole."

6 Months Sales
In Commercial
Gain In Detroit

Permits Show Nearly 20%
Increase In Commercial
Units & Air Conditioning

DETROIT—Contrary to the opinion frequently expressed in the industry this spring that commercial refrigeration and air conditioning were "going to the dogs," sales in Detroit in the first six months of 1949 ran nearly 20% ahead of the same period last year.

Air conditioning sales were 19.2% greater than last year, while installations of remote commercial condensing units ran 18% ahead of the first half of 1948 in Detroit.

This data was compiled by AIR CONDITIONING & REFRIGERATION NEWS from permits issued by the Department of Buildings & Safety Engineering to cover installations within the Detroit city limits.

As far as air conditioning installations are concerned (self-contained room units are not included in these figures), sales were lagging behind 1948 during the first five months. But the heat wave that came to the rescue in June boosted the six-month total to 372 units and remote compressors, compared to 312 for the like period in 1948.

Sales in June this year totaled 181, contrasted with 63 in June of last year.

Commercial refrigeration sales, however, as indicated by installations of remote condensing units, have been running ahead of 1948 almost month by month. The half-year totals show 1,009 installations in 1949 compared with 854 in the first six months of 1948.

The month-by-month comparison of both remote commercial units and air conditioning is shown in an accompanying table. (See page 32).

Sizes of the equipment installed
(Concluded on Back Page, Column 3)

IN THIS ISSUE

Contests among salesmen are always good volume boosters. A couple of very successful contest ideas are described by a Pennsylvania dealer, who, incidentally, passes along 10 methods that have made him one of the top ranking freezer promoters in the state. Story starts on page 10.

Selling pre-packaged self-service meats to the skeptical takes psychology. A behind-the-counter psychologist tells—on page 27—how he passes it out in big doses and does a \$5,000 per week business.

"Out with the apples, on with the hams." And the same air conditioning system is used to cool both in an apple storage building turned summer theater. The director of the Will-O-Way Theater tells about it on page 8.

Facts and figures on the tremendous profit possibilities that ice cream selling brings to drug and grocery stores are arrayed in compelling fashion on pages 22-23.

Bothered with some slow-moving commercial refrigeration equipment? Pack it up on a trailer and take it out where the rural prospects can see it. It won't come back. And that isn't the only profit pulling idea practiced by Tony's of Kalamazoo. See page 24 for more.

Departments: What's New, pages 18-19. . . . Key to Air Conditioning, page 25. . . . Telling and Selling, page 28. . . . P. B. Reed, page 31. . . . Editorial, page 16. . . . Patents, page 30.

Air Conditioned Watch Repair Room Speeds Production, Reduces Breakage

DENVER—Installation of a 20-ton Carrier air conditioning system, which is the only mechanically-refrigerated comfort cooling system in the retail jewelry trade here, has paid unexpected dividends in efficient watch repair operations at Kortz-Lee Jewelry Co.

The store, largest of its kind in the Denver area, introduced a radically new watch-making repair system when it opened in June of 1948.

Instead of doing the work "out in the open" on the first floor, such as is usually the practice, three full-time watchmakers are located in a soundproofed basement room, immediately adjacent to the air conditioning plant.

Here, temperature is maintained at 78° the year-round, with 100% admission of fresh, outside air, glareless fluorescent lighting, and other features which make the shop an exceptionally pleasant place to work. Application of comfort cooling to

the room has produced around 25% better production during the summer months, according to K. A. Lidholm, watch repair manager, and has cut down on breakage of expensive crystals and tiny watch parts.

Parts, particularly crystals and metal parts which are subject to heat expansion and shrinkage, fit smoother, requiring less fumbling and hand-operations.

Air conditioning likewise has done away with distortion and stress on watches, since the even temperature keeps each at the proper micrometer measurements for efficient repair.

Arcticaire Moves Downtown

KANSAS CITY, Mo. — Arcticaire Refrigeration Co. here, dealer for refrigerated display cases as well as manufacturer of compressor equipment, air conditioning equipment, etc., has moved to a new downtown location, at 1621 Grand Ave.

Crosley Names Hughes To Head Housing Project, Apartment House Sales

CINCINNATI — Frank J. Hughes has been appointed manager of national builders sales for Crosley Div. of Avco Mfg. Corp., W. A. Bles, vice president and general sales manager, has announced.

Hughes, who has been associated in the appliance and construction business the last 25 years, will head the division's apartment house and housing project sales.

He is a veteran of World War I and II. In the last war as a lieutenant colonel in the U. S. Army he was assigned to the European Theatre of operations.

During his service he was logistics plans officer—transportation section, Allied Force Headquarters; deputy director of harbor craft, western Mediterranean, and executive officer of transportation section.

After the war he became sales manager of the Heating Div. of The Garwood Industries.

June Was 'Spectacular', Inland Empire Dealers Say

SPOKANE, Wash. — June was a "spectacularly good month" for appliance and radio dealers in the Inland Empire area of eastern Washington, the Inland Empire Electrical Dealers Association reported recently.

Dollar sales were from 15 to 20% better than dollar sales in June, 1948—the biggest month last year dollarwise. Total units sales were 17% over May and nearly equal June of 1948.

The association reported that June freezer sales were up 82% over last year, refrigerators were up 28%, ironers up 33%, water heaters up 11%, and washing machines up 6%.

Despite this glowing report for June, however, a poll of the association's membership showed that 47% of the dealers expected unit volume for this year to be up to 15% worse than last year. Seven percent expected it to be up to 30% worse.

Only 14% expected unit volume to be better than last year and 22% thought it would be about the same.

Industry Wheels Moving Again, Slump Near Bottom, Purchasing Agents Find

NEW YORK CITY—The current downward business trend has just about hit bottom, industrial purchasing agents participating in a business survey conducted by the National Association of Purchasing Agents seem to think. But they are keeping their fingers crossed until present wage negotiations in basic industries are completed.

The survey found two thirds of the plants covered increased or maintained production schedules during July while purchasing agents increased their buying somewhat. A large majority of buyers were still working on a hand-to-mouth to 30 days basis, however.

About 45% of the plants were reported as maintaining their June payroll average during July, while 14% increased their payrolls.

Though industrial inventories are generally continuing to be reduced sharply, there are indications that some have been cut to the workable minimum. Over-all purchased inventories are reported to be healthy and in balance with current requirements.

Despite the recent sharp reductions in prices, the purchasing agents believe that some prices still have to be cut more before they can be stabilized.

The agents are purchasing very cautiously and are even passing up quantity discounts in order to stay in line with short term production plans and to be in a position to take advantage of further price reductions.

The price trend is tending to slow up and level off, though, the purchasing agents found.

This is one of a series of advertisements outlining the advantages of "Freon" refrigerants.

WHY "FREON" REFRIGERANTS ARE HIGHLY ENDORSED

OUTSTANDING CHARACTERISTICS OF "FREON" REFRIGERANTS

- NONTOXIC
- NONFLAMMABLE
- NONEXPLOSIVE
- NONCORROSIVE
- ANHYDROUS
- PURITY
- QUALITY
- ACID FREE
- NARROW BOILING-POINT RANGE
- AVAILABILITY

ANHYDROUS—adj.—destitute of water. "Freon" refrigerants are virtually moistureless—an important quality assuring the satisfactory performance of modern, compact air conditioning and refrigerating systems.

There are not more than ten parts of moisture in a million parts of "Freon-12" equipment. This dryness prevents freezing in capillary tubes and valves. It eliminates both the possibility of corrosion from water and the sludging of oil in compressors, evaporators and condensers. It also avoids short-circuiting hermetically sealed electrical parts... reduces risk of costly interruptions in service and aids in prolonging the useful life of the system.

Another advantage of "Freon" refrigerants is their safety factor. These refrigerants are nontoxic, nonflammable and nonexplosive, odorless and nonirritating. They meet building code requirements everywhere and are included among safe refrigerants indicated in Group 1 of the A.S.A. B-9 Code. Even serious leakage within the system won't cause injury to people or pets, foods, flowers, fabrics or finishes.

These outstanding characteristics of "Freon" refrigerants are the product of an intricate manufacturing procedure, every step of which is under laboratory control. Frequent tests assure the uniform quality and purity of "Freon" refrigerants and contribute in no small way to the efficient performance of the system.

There's a "Freon" refrigerant suitable for every commercial, industrial and household need, and engineers everywhere have no hesitation in highly endorsing the use of equipment designed to use these safe refrigerants.

Kinetic Chemicals, Inc.
Tenth and Market Sts., Wilmington 98, Del.



FREON SAFE REFRIGERANTS

"Freon" is Kinetic's registered trade mark for its fluorinated hydrocarbon refrigerants.

Dept. Store Revives Same Meter Plan Used In '30's

ST. LOUIS—The same meter plan that it used in the early 1930's with considerable success has been revived by the Stix, Baer & Fuller Co. department store here.

"Three dimes a day is all you pay" is the slogan for the meter sales campaign launched recently by the store in a large newspaper advertisement.

Under the plan, the customer makes a small down payment on a Frigidaire refrigerator and then merely feeds dimes into the meter. Once a month a store representative calls and collects the dimes. When the payments are completed, the meter is removed, and the customer is presented with a signed bill of sale.

Carrier Adds Service Shop, Office In San Francisco

SYRACUSE, N. Y.—The opening of a new and larger San Francisco office and service shop to act as west coast regional headquarters for Carrier Corp.'s marine refrigeration and air conditioning business was announced recently by Leo Starr, Carrier marine department manager.

John Kooistra, veteran Carrier engineer, and manager in San Francisco, is in charge of the expanded operation. West Coast marine sales, engineering and service will be handled by the office, which is located at 251 First St. in the heart of San Francisco's shipping district. A service shop with an expanded stock of spare parts and accessories is included in the new facility.



★
ASK FOR
YOUR
FREE COPY
ON YOUR
LETTERHEAD
★

Let our new catalog be a star performer for you, too. List prices shown only with a separate net price schedule for your confidential use, making it possible for you to use our catalog in your own selling.

TEMPCO SUPPLY COMPANY
REFRIGERATION PARTS and SUPPLIES
WHOLESALE
1111 West Jackson Blvd., Dept. A,
Chicago 7, Illinois
Phone CHesapeake 3-4700



"It's been on the level"

"Seems to me, this is a good time for a dealer to do some sound thinking and add up what he's got in the way of business assets.

"As I consider the changing complexion of today's market conditions, compared to the *sellers'* market that we've enjoyed for the past few years, I am thankful that I have Kelvinator!

"Frankly, when Kelvinator introduced its retail-minded program years ago, I was a little skeptical. For in its dealer franchise, Kelvinator pledged such things as an adequate market for every dealer . . . ever-new engineering improvements . . . retail-minded advertising . . . things that spell lots of sales, a chance to make a dollar, and real security for us dealers in a *buyers'* market.

"Maybe, in the past few years, I haven't looked as closely as I should have at what those things could mean to me. When the customer was saying, 'Just give me *anything* so long as it will keep foods cold' . . . all I worried about was 'more merchandise.'

"But today I am looking closely at what I've got in my franchises . . .

and I know that through the years Kelvinator has kept its franchise promises.

"Take Kelvinator's policy of fewer and better dealers . . . with an 'adequate market for every dealer.' Today I am getting a renewed appreciation of what that means to me. Being one of a 'few' instead of a 'multitude' looks a lot more important than it did a year ago when buyers were plentiful. I don't have to worry about too many other dealers in my town competing against me for Kelvinator business.

"Yes, Kelvinator has kept its promise of 'an adequate market for every dealer.' And it is playing square with dealers in all other matters . . . on advertising, on its VIS training program, on its ever-new engineering improvements. Boy! Being first with those full-length door 'cold clear to the floor' Kelvinators has sure meant money in my pocket!

"The point I'm making is that all these things square with the pledge of my Kelvinator Franchise. It's been on the level! And as the days pass, it grows in stature and value! I wouldn't part with it for all the tea in China!"



GET MORE

Get **Kelvinator**

...THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

Army To Halt PX 'Special Order' Sales--

(Concluded from Page 1, Column 4)
veniently available at reasonable prices."

The offer was rejected by the subcommittee. It was also criticized by Rowland Jones, Jr., president of the American Retail Federation, who told the subcommittee that retailers wanted the sale of so-called luxury goods through military stores completely eliminated.

"When military stores assume the proportions of modern department stores, sell at prices substantially below those prevailing in civilian outlets in the community, and allow merchandise to get into unauthorized hands, retailers feel a genuine alarm," Jones said.

Philbin reported that the services have agreed to the following other major changes in policy as a result of the subcommittee's work:

1. The Federal excise tax on luxuries is now being collected.

2. Limits have been placed on over-the-counter sales to exclude costly goods.

3. New regulations have been drawn up to eliminate purchases at military stores by, or for resale to, unauthorized persons. Under the new rules, customers of service stores will have to certify in writing that every purchase of \$5 or more is for themselves or for use as a legitimate gift.

4. By the end of the year, all commissaries (grocery stores) in metropolitan areas will be closed.

5. Retired personnel and widows will be allowed to buy at military stores.

6. Starting in 1950, all military stores will be known as "exchanges."

Nema May Range Sales

Drop from '48 Figure

NEW YORK CITY—Sales of electric ranges by member companies of the National Electrical Manufacturers Association for May totaled 52,881 units, the association reported recently. This figure was 47,616 units less than reported for the same month last year.

What Is a 'Good' Premium Deal? Dealer Assn. Lists Check Points

SPOKANE, Wash.—Are there any good premium deals? Are they ever justified?

The Inland Empire Electrical Dealers Association tackled these questions recently and, in its weekly bulletin, offered seven points for judging the soundness of premium deals as promotional techniques.

However, the association made it clear that it considered all premiums dangerous because they can set off a trend of price cutting that goes from neutral to bad to worse.

Here are the points of judgment as outlined by the association:

"1. Is the premium closely related to the product being promoted? Does it in some manner sell or dramatize the use of the product? A selection of foods suitable for freezing might exemplify the flexibility and value of a home freezer and help sell food preservation.

"2. Is the premium offered with one specific product as a special promotional technique? If it is offered

with a variety of products, it takes on the appearance of just another across-the-board price cut.

"3. Is it honestly and fairly advertised—its purpose frankly stated—and its cash value not over-estimated?

"4. Is its cost within logical promotional limits? A dealer with an advertising budget of 2% of sales can hardly justify giving away items costing him \$20 with \$300 appliances.

"5. Is the premium deal of sufficient promotional merit that the cost will be shared by manufacturers?

"6. Is the plan made available to all dealers of the same brand?

"7. Are well-known branded items avoided as premiums—to obviate discredit to brand names?"

The association warned that in deals where a retailer might be able to buy a quantity of merchandise at less cost than the merchandise is offered to other dealers, such a practice might be held in violation of the Robinson-Patman Act.

Locker Groups--

(Concluded from Page 1, Column 4)
invitation was extended. . . . Many of the best-known operators in the nation have accepted our invitation to serve on the Operators Advisory Committee.

"More than half of the available exhibit space at the Sherman has been reserved. . . .

"The New York State Locker Association has joined the Institute as a group. Others will follow. The low cost for affiliation with the Institute will make it possible for the state associations to retain a greater portion of membership dues for state activities, where they are needed."

The FFLI's announcement that it is opening membership to locker operators was reported in the New York State association's monthly *Locker News* under the headlines: "Locker-men Rush To Join; Institute's Program Rolls." The lengthy article said, in part:

"The Executive Board of the New York State Association highly endorsed the action, and has urged every locker plant in New York State to take immediate advantage of the countless benefits which will accrue from membership in the Institute."

Locker supplies and equipment will be exhibited at the NFFLA's meeting in conjunction with the convention. A feature of the program for the latter, which will emphasize practical locker-operating problems, will be a series of clinics on plant operation.

Outstanding operators will discuss such topics as operating cost and income; home units and locker plant; processing, packaging, and merchandising frozen fruits and vegetables; selling frozen fish and seafoods; poultry processing and merchandising; slaughtering; meat cutting and wrapping; curing, smoking, and lard rendering; and advertising.

Locker operators who cure and smoke hams for their patrons will be able to take part in a new feature this year, the first annual national ham contest, scheduled for Aug. 29. Four classes will be open to operators with full cured and light cured hams in the 12 to 16-lb. and 16 to 20-lb. groups.

Also on the program will be a discussion of frozen food cooking schools.

Events on the first day of the FFLI meeting (Oct. 3.), according to the tentative program, will include the opening of exhibits; selection of a beauty queen to be named "Miss Frozen Food Locker of 1949"; a talk by John L. Hoppe, publisher of *Locker Management*, on "Why 612,000 New Families Rented Lockers in 12 Months"; and a play entitled "Mr. Smith Modernizes His Locker Plant."

On the second day, there will be breakfast conferences on slaughtering and meat cutting, a business session, and a luncheon. The preliminary program for the final day calls for breakfast conferences on packaging, wrapping, and marking, and on smoking, curing, and sausage making; presentation of the FFLI advertising and merchandising program; and a buffet supper and the second annual meeting of the Polar Bear Club.

Although the convention closes Oct. 5, exhibits will be open from 9 a.m. to noon on Oct. 6, the tentative program shows.

Both the NFFLA and the FFLI are planning entertainment programs for women attending their meetings.

Maddocks Takes Post With Wahn Distributors

BOSTON — Joseph A. Maddocks has joined Wahn Distributors, 674 Commonwealth Ave., here, as sales promotion manager.

He was advertising and sales promotion manager of a large industrial equipment company prior to joining Wahn Distributors. Maddocks has also has several years of retail merchandising experience in the newspaper field.

Deepfreeze ... FIRST and FINEST in the HOME FREEZER FIELD!

WHAT'S IN A NAME? There's Profit in This one!

Deepfreeze
TRADE-MARK REG. U. S. PAT. OFF.
HOME FREEZER

Pacemaker Since 1938 . . .

First Choice in America's Homes!



"DEEPFREEZE" is the best known name among home freezers. Deepfreeze was FIRST in the field, FIRST to win acceptance as America's greatest home convenience. The name "Deepfreeze" has tremendous sales value, standing for quality and proven performance wherever it appears.

"Deepfreeze" is the registered trademark of Deepfreeze Division, Motor Products Corporation. Only home freezers manufactured by Deepfreeze Division, Motor Products Corporation can bear this famous trade name. Only authorized dealers can use the name "Deepfreeze home freezer"!

THE DEEPFREEZE LINE IS THE PROFIT LINE FOR '49

Deepfreeze national advertising for 1949 is sales-making advertising. It is backed by the most complete dealer sales promotion program in Deepfreeze history. The Deepfreeze franchise is the PROFIT franchise for '49.

Your Deepfreeze distributor has complete information on

the Deepfreeze home freezer line, sales training helps for dealers, the sales promotion program, and the many great selling aids available for dealers!

The Deepfreeze Franchise Makes Dollars and Sense!

Your Deepfreeze distributor will gladly explain details of the Deepfreeze franchise. Ask him about the national advertising program and the many practical selling aids for Deepfreeze dealers. You can sell 'em by the carload for a handsome profit! Don't delay—see your distributor today or write direct for details about America's Number 1 home freezer franchise.

DEEPFREEZE DIVISION • MOTOR PRODUCTS CORPORATION • NORTH CHICAGO, ILLINOIS

Deepfreeze — America's Fastest Selling Home Freezer Line



DeLuxe Model C-10
Holds more than 350
pounds of assorted
food. Price, delivered
and installed—\$424.50



DeLuxe Model C-6
Holds more than 210
pounds of assorted
food. Price, delivered
and installed—\$249.95



Model B-10
Holds more than 350
pounds of assorted
food. Price, delivered
and installed—\$369.50



Model B-6
Holds more than 210
pounds of assorted
food. Price, delivered
and installed—\$229.95

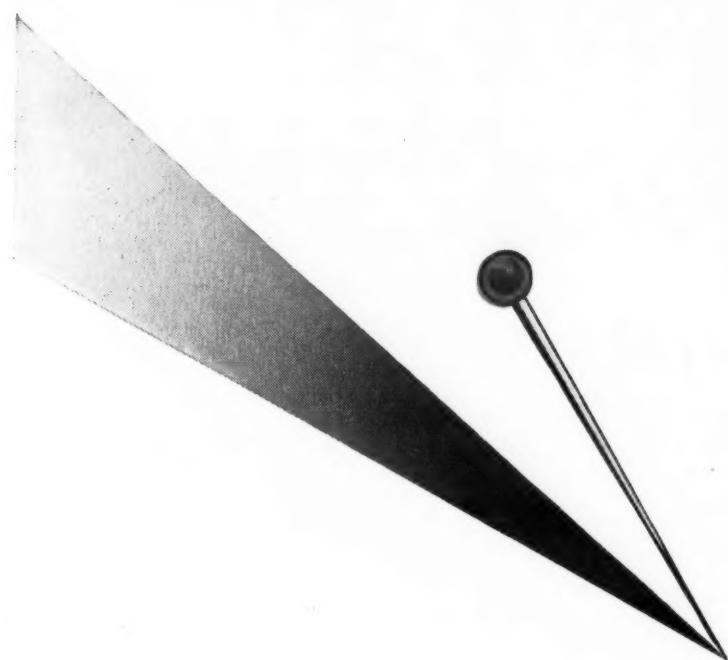


DeLuxe Model C-18
Holds more than 612 pounds
of assorted food. Price, delivered
and installed—\$599.50

Refrigeration Equipment WANTED

We desire to purchase all types of commercial refrigeration equipment of standard manufacture. Also interested in complete condensing units of standard make. Will pay cash. Give full details.

Box 3231, Air Conditioning & Refrigeration News



"Pin Point" Cold Control

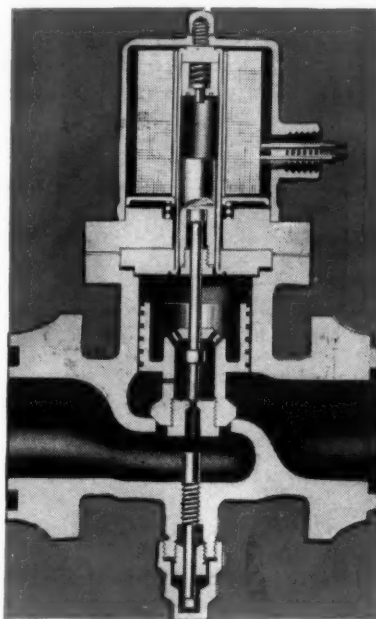
Instant-acting Alco Solenoid Valves control refrigerant flow with "pin point" accuracy.

They are electrically operated by the temperature of the medium to be cooled and respond instantly.

Immune to heat, cold, moisture or current variations.

Rugged, corrosion-proof construction • Moisture-resistant coils • Positive closing • Available at your wholesaler's for all refrigerants and applications. For full details request Bulletin covering intended use.

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3940

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

State vs. Private Capital

Communists retort that governments can create capital (through expropriation or printing inflationary money) and assign the uncommon men to convert this government capital into jobs.

But it doesn't work out that way. When an uncommon man invests private capital it's either his own money or dough entrusted to him. In the former case, he naturally doesn't want to lose it. In the latter, he knows that if his new industry or service doesn't pay off, he won't be trusted with other people's money again.

He is not only cautious, and mighty sure he's right before he goes ahead; but he's also willing to put the last ounce of his energy into the task of making his project a winner.

Government capital is either inflation stuff, or taken from people through taxes against their wishes, or both. It is handed out by politicians, who play favorites, are susceptible to bribes, and are more interested in keeping themselves in office by hiring votes than in building an enterprise which will last. "Sufficient to the day is the evil thereof."

Net result: insecurity.

Not only that, but government capital can damage already existing enterprises which are soundly managed and which keep thousands of payrollees "secure." At the whim of a bureaucrat, Government can set up a project which . . . supported and subsidized by money wrung from taxpayers . . . can operate at a loss for awhile, often long enough to drive going concerns out of business.

Or, through loans and subsidies, it can prop up a poorly managed private business which deserves to fail, at the expense of well-managed competing corporations. Incompetency then is perpetuated, and competency undermined.

Government-instigated and state-capitalized projects are more apt to be wasteful and temporary than those which furnish their own saved-up capital. They are prone to dissipate national wealth, rather than to augment it.

Most times, they proceed on the assumption that what is will continue to be, and that justice will be done when work and capital are spread around.

Nothing could be farther from the truth. Businesses are like plants and animals. They germinate, grow, and die. Spreading the "available," without replacing the dying with infants, is slow death for all.

Businesses and jobs must be recreated continuously. Uncommon men, if enervated by hopes of large rewards, do the recreating. If thwarted by the envious, "security" disappears because businesses die and new ones aren't conceived.

Yet, that's what's happening today. It's a result of the belief that Big Government protects the "common

man," and that uncommon men should be sat upon.

Dewey and Dixon

Columnist George Dixon quotes Gov. Thos. E. Dewey as saying:

"There is one thing that bothers me. It is a vicious heritage from the Roosevelt New Deal. I mean the utter dependency of many of our people on government."

"Too many Americans have come to depend upon government for a solution of all their problems, even the most personal ones. They seem to have forgotten the thing our founding fathers realized so well; that too much dependency on government means surrender of personal liberties."

"You ought to hear some of the calls that come to this office. People call up to complain that snow is blocking their driveway and demanding that the governor do something about it. Others demand to know what I propose to do about their chickens not laying. And whenever a fan does not like the outcome of a prizefight he is almost certain to call up and demand I fire Eddie Eagan, chairman of the boxing commission."

"I think I know what you mean," Dixon rejoined. "People are forever trying to dump their problems on Congressmen, although they would be the first to howl if Congress came out and announced that from now on it would run their lives."

"About a year ago, for instance, Rep. Donald L. Jackson of California, received a letter from a lady constituent complaining that the cop on the beat kept spitting tobacco juice on her petunias."

Mr. Jackson wrote her, carefully explaining the distinction between federal, state, and local government. He pointed out that it would be a bad thing if the federal government were permitted to interfere in local issues.

"He congratulated himself on having enlightened one voter, but the other day he received a postcard from the lady: 'He's done it again.'"

Dividing Doesn't Multiply

This notion so many people have that Government should divide the work and the wealth is utterly nonsensical. It rests on twin fallacies:

(1) That there's only so much wealth in the world (x tons of coal, x bars of gold, x billions of dollars, x manufacturing plants)—coal, gold, dollars, factories, etc., *already in existence*.

(2) There are only a certain number of jobs to be had (x millions of farmers, tool-makers, clerks, punchpress tenders, insurance salesmen, typographers, etc.).

The history of any capitalistic nation shows the ridiculous puerility of these assumptions. When uncommon men, *personally responsible for saved-up capital*, are booted and spurred, there's no limit to the wealth which can be created, or to the jobs which will come into being.

So long as human needs are unfulfilled, and so long as advertisers and merchandisers are allowed to procreate new desires, more and better jobs will be provided. Incidentally, an equivalent growth of the capital formations which support these jobs will accrue, too.

Government Spending Reduces Consumption

"Spreading the work" means more government payrollees, in one form or another. Wages of these latter are extracted from suffering taxpayers, who thus don't have as much to spend on honestly-produced goods as they would if their taxes had not been raised. As anyone who visits a City Hall or rides on a municipal street car can see, government payrollees don't work so industriously as do those whose jobs depend upon private capital.

Were taxpayers freed from supporting the beneficiaries of government "spread the work" chimeras, a lot of Forever Bureaucrats would have to go to work for a living. Directed by uncommon men, they'd produce more for themselves and everybody else.

"Spreading" of jobs and wealth means subtracting, rather than multiplying.

When you divide capital, you exercise birth control on the germination of new capital. And when you "spread" work, you subtract from the incomes of job-holders.

The Robin Hood theory of taxation ("ability to pay") is the Al Capone method of bloodsucking those who take care of themselves, the thriving. Through parasitical vampirism, it levies tribute upon going businesses and hard working people. The latter, then can't consume and invest as much as they would normally.

Two Kinds of Votes

Depending on Government for everything is equivalent to the use of economic contraceptives. It's national suicide, in the long run, because governments tend to suppress.

Only within a Jeffersonian democracy ("they are governed best who are governed least") can a person make a living in his own way and vote his convictions at the same time.

Free enterprise offers an economic vote, as well as a political vote. The citizen can decide how and where he will earn his bread and butter, and what and where he will buy.

Within a police state, in contrast, the Dictators can retaliate for "wrong" political votes by depriving the voter of his means of livelihood. Also, they will surely tell him what to buy or not buy, and from whom.

Political opposition to the Ruling Party is possible in America. Economic freedom of choice is also inherent in our system.

Elsewhere, such opposition is an open invitation to starvation, incarceration, and nasty retaliation against "innocent bystander" members of one's family.

(To Be Continued)

COMPACT



NEW TECUMSEH HERMETIC—FOR LIMITED SPACE APPLICATIONS

The amazing compactness of this new Tecumseh Hermetic makes it the ideal unit for applications where space is at a premium. Just 9 $\frac{3}{4}$ " in diameter by 5 $\frac{1}{2}$ " thick!

Yet this new single-cylinder, 1/10th horsepower unit brings you all the outstanding features that have made the larger Tecumseh models famous. Internal spring mountings for smooth, quiet, vibrationless operation. Positive forced-feed lubrication to bearing surfaces and cylinder walls. And a host of other Tecumseh features that assure a long life of trouble-free performance.

Write today for all the facts.



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Tecumseh, Michigan

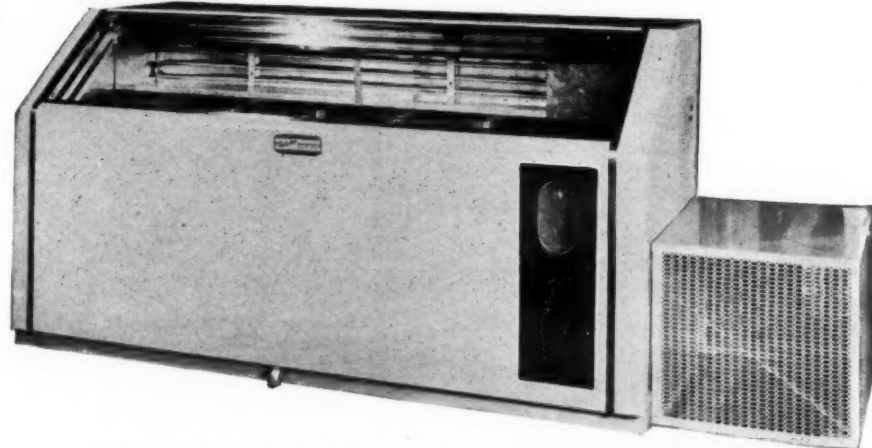
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WORLD'S LARGEST INDEPENDENT PRODUCER OF COMPRESSORS AND CONDENSING UNITS FOR THE REFRIGERATION INDUSTRY



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Now available in all models both Standard finish Baked Gray Enamel or Stainless Steel Exterior.



Attached Unit Beverage Coolers are sold complete with Kelvinator or General Electric Sealed Condensing Unit, fully charged with gas and ready to plug in for immediate use.

Gravity Coil Cooling . . . Not forced air; no fans. Addition of warm beer (compartment refills) does not affect temperature of beer already cooled.

Bottle Compartments . . . Coils ($\frac{3}{8}$ " tubing) form separate compartments for easy separation of brands. Each bottle has direct contact with coils, is evenly and individually cooled.

Master-Bilt Ice Cube Maker can be installed at factory in BC-30-AU and BC-40-AU Attached Unit models. Model BC-20-AU, $\frac{1}{4}$ H. P. Unit, 20-case capacity . . . Model BC-30-AU, $\frac{1}{2}$ H. P. Unit, 30-case capacity . . . Model BC-40-AU, $\frac{1}{2}$ H. P. Unit, 40-case capacity.

Rugged Construction . . . "Master-Bilt" by master refrigeration craftsmen to give long years of trouble-free service.

Distributors and Dealers: There is some territory available. Write for details.



MASTER-BILT REFRIGERATION MFG. CO.
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DEALERS!

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Everyone who walks into your store is a prospect for a Room Air Conditioner. And the MITCHELL "Merchandiser" prominently displayed on your floor *sells them!* Just one look and they're interested. Just one simple demonstration and they're sold on MITCHELL Room Air Conditioning.

You'll sell the MITCHELL Room Air Conditioner like any major appliance package. Just two models handle all types of rooms. Each is a complete package—installs easily in any window—plugs in like a radio—no plumbing connections required.

Your market is unlimited. Every home, office and institution in your community is a prospect. We'll show you how to get into this profitable business easily, quickly, with minimum outlay. Send coupon today and learn how easy it is to sell MITCHELL Room Air Conditioners with the action-producing "Merchandiser" and Selling Plan. Act Now!

MITCHELL

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- ★ **MORE SELLING AIDS.** MITCHELL backs you to the limit with every type of selling aid—mailing and counter folders, window streamers, newspaper mats and extensive national advertising—everything you could ask for to help you sell easier and more profitably.

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Playhouse Director Uses Same Units To Cool Audience In Summer, Store Apples In Winter

By C. Dale Mericle

BLOOMFIELD HILLS, Mich.—“In the summer we take out the apples and bring in the ‘hams.’”

That's the way W. W. Merrill, director, explains how the Will-O-Way Playhouse in this wealthy Detroit suburb converts a refrigerated apple storage building into a summer stock theater and uses the 5-ton Frigidaire refrigeration plant as an “air conditioning” system.

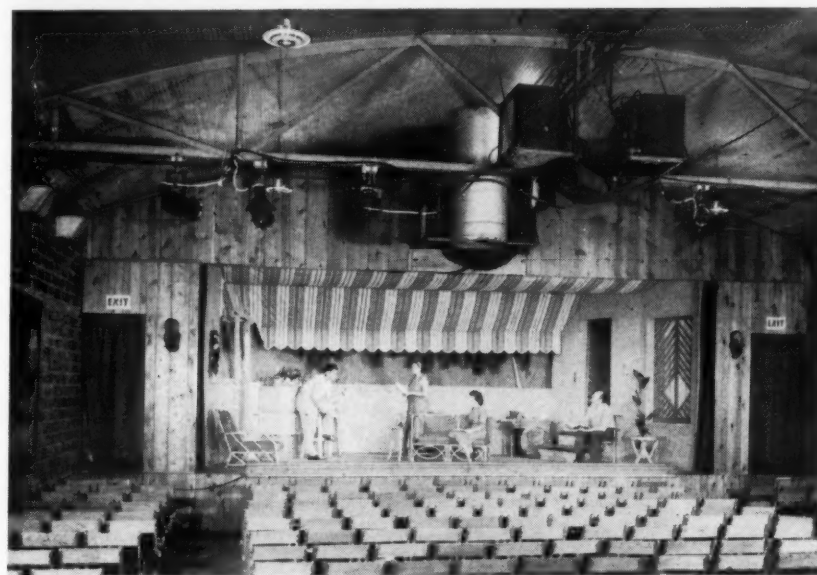
“It's worked pretty well most of the time, too,” he says, “except on opening night, of course, when we had a full house of 300.”

“That night, the system wouldn't work at all. We found out that the machine was low on refrigerant, which made the head pressure so high that the high-pressure switch would cut out as soon as the machine started.”

A charge of refrigerant the next day took care of the matter very nicely, Merrill reports.

“Incidentally, in the audience on that opening night was R. F. Callaway, Frigidaire branch manager in Detroit [he retired this spring], and a lot of other General Motors executives, including C. E. Wilson, president.”

“When the refrigeration system failed to operate, Callaway took a lot of good-natured kidding from the other G. M. people before he rolled up his sleeves and went backstage to look at the machine himself,” recalls Merrill.



Although here disguised as a theater auditorium, this large room served as a refrigerated apple storage most of the year, but in summer it's converted into the Will-O-Way Playhouse. The 5-ton refrigeration system pre-cools the auditorium before curtain-time.

He hastens to emphasize that “no one considers this a perfect theater cooling system, but it does fit perfectly with the strictly informal atmosphere we try to maintain.”

“Our patrons come here for fun, and some of them are even amused by our ‘air conditioning’ setup,” Merrill adds.

This is by no means a new installation. In fact, when the apple storage was built on the Merrill estate and the Frigidaire system installed back in 1935, it represented the first refrigerated apple storage building in this part of the country and received considerable attention, the director stated.

The Will-O-Way organization itself also goes back a number of years, for its first season was in 1940. After a five-year interruption due to the war, it resumed its 10-week summer seasons in 1948. Five plays with a two-week run each are usually presented by the cast of professional and “semi-pro” actors and actresses drawn from stage and radio.

Despite the informality, however, this theatrical venture is a commercial proposition, it is pointed out, and seats have to be reserved well in advance for most performances.

SEATS IN STOREROOM

The “theater’s” seats are located in the 40 by 60-ft. section of the building that serves as the apple storage from October to April. Out in front the apple display and sales room doubles as the “outer lobby” during the summer months complete with box office, billboards, and refreshment stands.

In the back of the building the section used as the apple sorting room houses the stage, lighting control panel, the 5-ton Frigidaire water-cooled compressor, scenery, etc.

Designed to maintain temperatures of 32° F. during the winter, the cooling system incorporates six Frigidaire blower coils. These are mounted back to back in pairs on three roof trusses down the center of the storage room, which has a capacity of 25,000 bushels (or 300 theater-goers), so that the air is directed to the sides of the “auditorium.”

Condensate from the blower coils is disposed of “informally,” too. It runs from drain pans beneath the coils through rubber hoses emptying into pails along the sides of the auditorium. Ought to be mighty handy in case of fire.

Although the refrigeration system maintains a temperature of 32° for apples, the theater patrons are not subjected to such frigid conditions. After all, no one in the theatrical business wants a “cold” audience.

Besides, there's another problem that must be considered: these unit coolers are not the quietest method of cooling air. They don't have to be, of course, in most applications, but here the actors' lines wouldn't be heard over the noise of the fans.

So here's what Merrill does: “We start the refrigeration system in the middle of the afternoon, and by curtain time (8:30) the auditorium is cooled down to about 68°. The patrons who arrive early may find it just a bit chilly. They might expect this anyway when they see the big cold storage door at the main (and only) entrance.

TURN OFF SYSTEM

“Just before the curtain goes up we turn off the system, leaving only an evaporative cooler operating. This helps some. Between the acts we turn on the refrigeration system again to cool down the auditorium, and usually we let our intermissions run as long as 15 or 20 minutes to give the machine half a chance. We cover up the noise somewhat by playing records over the P.A. system.”

“The temperature in the auditorium during the second act isn't quite so good as during the first, and during the third act it's even a little worse. However, all the patrons get into the spirit of the thing, so we have a lot of fun.”

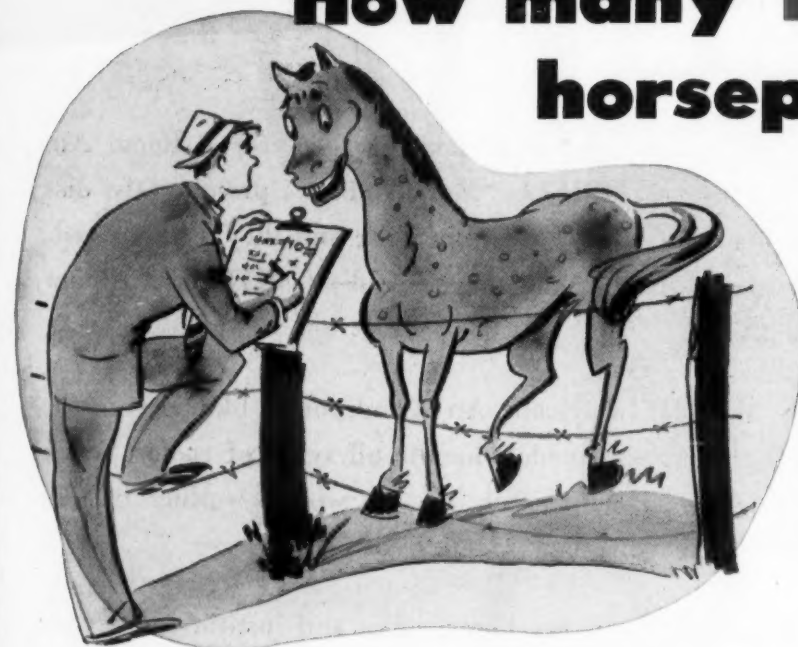
No attempt is made to disguise the fact that the “theater” is an apple storage most of the year. Rather, Merrill tries to capitalize on this phase of the operation.

“We give apples and cider to the patrons, and use the apple in our scheme of decoration. There are several cartoons in oil on the walls (murals, as it were), depicting the age-old stories involving apples.”

BRUNNER
SINCE 1906

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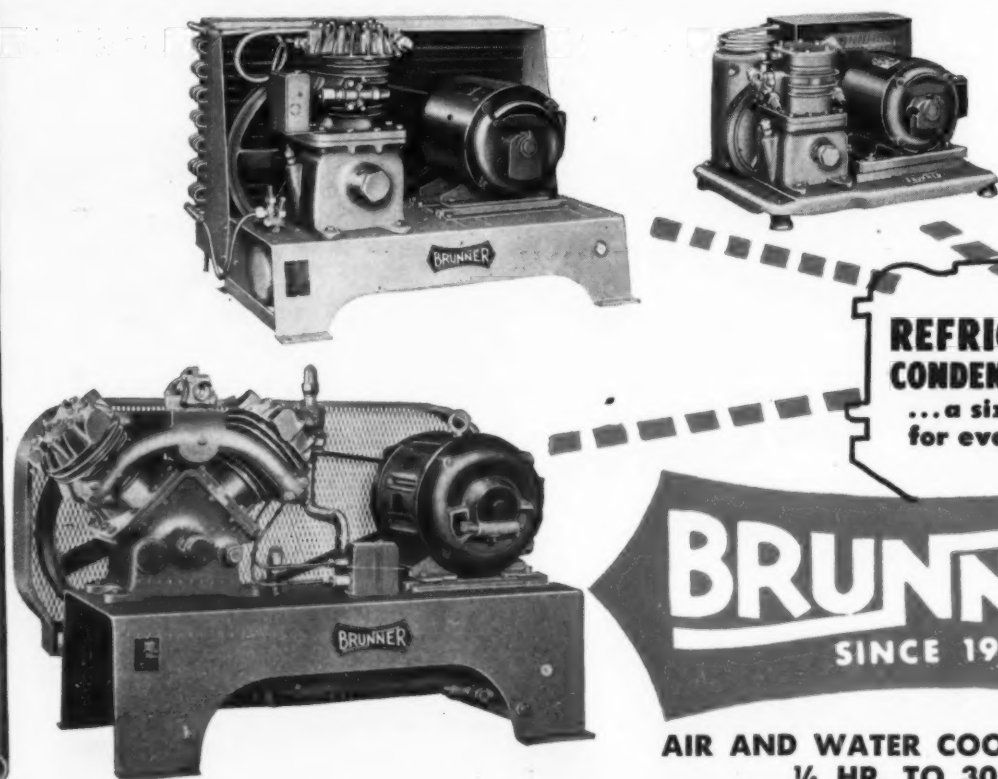


Refrigerating equipment installation engineers know that the refrigerating capacity of a condensing unit is measured in terms of BTU's produced per hour per horsepower. How many BTU's in a horsepower hour depends entirely upon compressor design and operating efficiency. Cost of BTU production is the whole cost of refrigeration.

Obviously, if a required refrigeration capacity can be produced with less horsepower, less running time, less wear in the unit, you can see where worthwhile installation economies can be effected plus a greater customer satisfaction.

BRUNNER MANUFACTURING CO.
UTICA 1, NEW YORK, U. S. A.

● **IN YOUR BUSINESS** it's well to know all the answers. It will be time well spent to let a Brunner factory representative show you the many reasons why Brunner compressors deliver such a high and dependable efficiency. Just send your name and address.



**REFRIGERATION
CONDENSING UNITS**
...a size and type
for every purpose

BRUNNER
SINCE 1906

AIR AND WATER COOLED MODELS
1/4 HP. TO 30 HP.

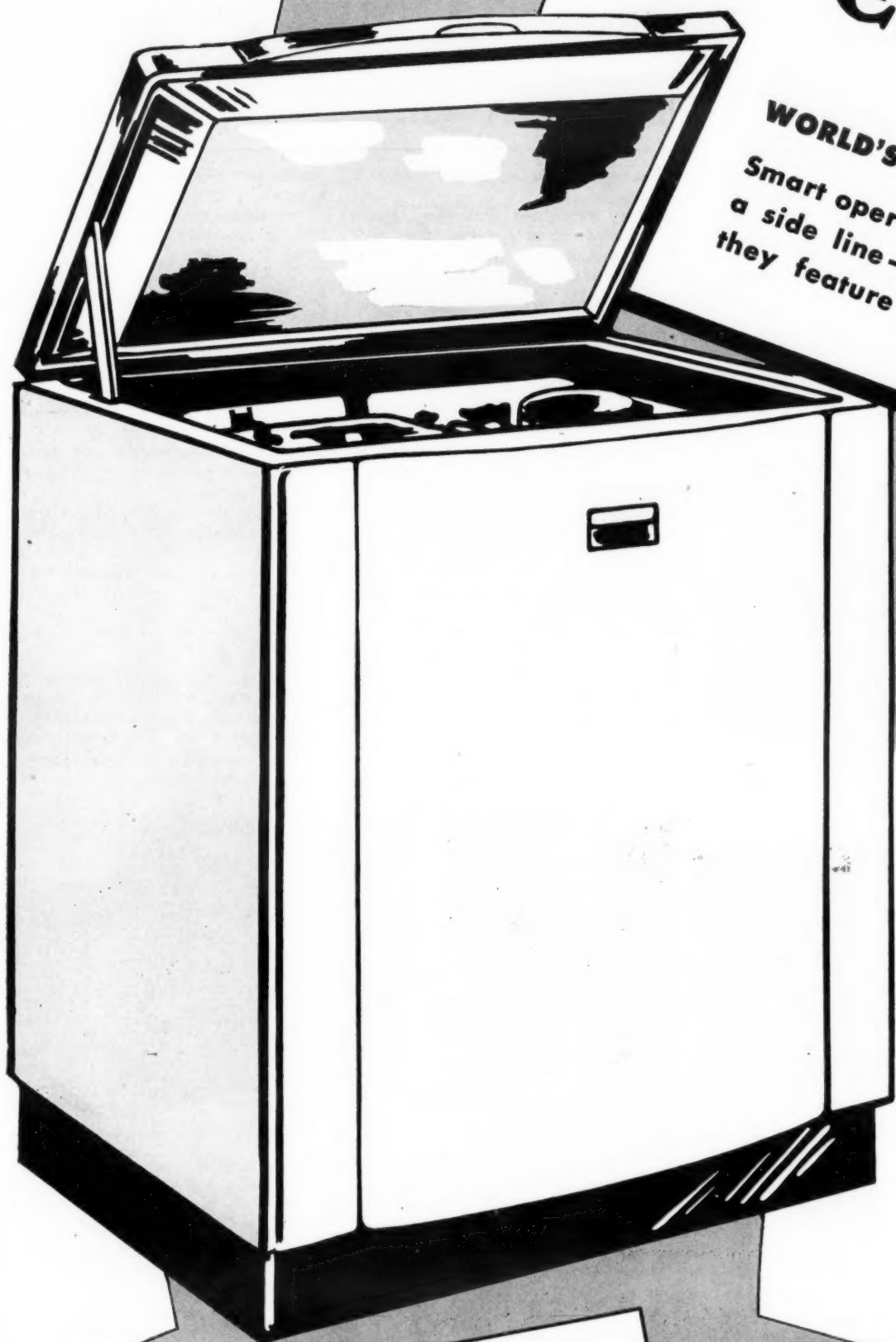
William Merrill, director of the Will-O-Way Playhouse, shows Actress Bette Wright the 5-ton Frigidaire compressor that “cools apples in winter, ‘hams’ in summer,” as he expresses it. Above the unit is the control panel for stage lighting.



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PROFIT FROM MORE VALUABLE USE OF SALESMEN'S TIME

Your salesmen sell the Crosley Kitchen Freezer to the same people—at the same time—they sell your other principal items.

PROFIT FROM OUTSTANDING FEATURES

Only the Crosley Kitchen Freezer gives you all these outstanding selling points:

- ★ World's lowest-priced home freezer
- ★ Designed for the most convenient spot in the house—the kitchen
- ★ Holds more than 100 pounds of frozen foods
- ★ Table-height linoleum-covered work surface

WRITE today for details about Crosley's profit opportunities. Or call your nearest Crosley distributor:

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Better Products for Happier Living

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Dealer Tells How He Conducted Quota-Topping Contests for Sales, Service Personnel; Outlines 10-Point Program That Sells Freezers

By John O. Sweet

CHICAGO—Details of two successful sales contests staged recently for both sales and service personnel were presented to members of the National Appliance and Radio Dealers Association at their recent midyear meeting here by William H. Murray, a Paoli, Pa., retailer.

One of the contests, a 15-day campaign, resulted in the sale of 122 items, including 22 electric ranges and 15 freezers compared with a quota of 10 each. The other contest, which lasted 14 days, produced sales of 79 articles, among which were 35 freezers and 23 refrigerators.

Murray, who uses the slogan, "One of Pennsylvania's Largest Freezer Dealers," also outlined his program for merchandising that product. Among other things, he listed 10 methods employed to promote freezers, on which his firm concentrates, and described how prospects are approached.

The 15-day contest was opened with a dinner meeting, conducted in cooperation with one of Murray's appliance distributors, for all sales and service personnel. The latter were brought into the contest in an effort to get leads that might not be reached by the salesman, it was explained.

Through a study of weekly sales, the firm fixed quotas for both dollar and unit volume. Then, five teams were formed from service personnel, each team being captained by a salesman.

"To add a little interest," Murray pointed out, "we gave each team a name: the Speed Queen Demons, RCA Racketeers, Grand Grafters, Bendix Bandits, Kelvinator Krakpots. One salesman was assigned to each team.

"Each item sold carried a value in points which went toward the team score. The team scoring the greatest number of points in the 15-day period divided a grand prize of \$60, or \$10 each.

Prospect Form Used

"High point values were placed on items we wanted to 'push.' For example, Kelvinator freezers carried 1,000 points; Bendix model G, 500; Kelvinator TM refrigerator, 600; and console radios, 1,000.

"Each prospect which the serviceman contacted was reported on a 'Prospect Form,' signed by the serviceman, and assigned to his team salesman. Commissions were paid individually to the serviceman on each sale on which he had reported a lead.

"The amount of commission to be paid on each item was set up and distributed among the servicemen. The commission on a Kelvinator freezer sale, which was turned in by a serviceman, was \$20.

"A large, brightly-colored display board was drawn up, representing a 'speedway' with a racer for each team, and posted in the service department. Each day, the racers

carried the total number of team points earned to date and the total dollar sales. As a daily reminder, cartoons and humorous quotations were posted in eye-catching spots.

"The contest proved to be more than successful . . . 119% of our goal, the winning team having a total of \$5,798. Against our quota of 141 pieces to be sold, we sold 122, or 86%.

"However, we went over the quota on some individual items. For example, we sold 22 electric ranges against our quota of 10, and 15 freezers against our quota of 10."

Upon completion of the contest, a "victory celebration dinner" was held and free tickets to a National League night ball game given out, Murray said. Team prizes were awarded at the dinner and, in addition, there was a jackpot of silver dollars.

"For each sale made by a serviceman or salesman on a lead from the serviceman," Murray reported, "a numbered ticket was given out, each ticket being worth a chance on a certain number of dollars in the jackpot. The more sales, the more chance the serviceman and the salesman had at the jackpot. . . .

"Over 50 leads were turned in by the servicemen during the contest, many of which have resulted in sales since that period."

The other contest was designed to promote the sale of Philco products. Again, an over-all quota was set and five teams formed, with five

Just What I Want
A FAMOUS MAKE
FREEZER

MURRAY'S HAVE ALL THE FAMOUS HOME FREEZERS

- ★ DEEFPREEZE
- ★ WILSON
- ★ HOTPOINT
- ★ KELVINATOR
- ★ PHILCO

YOU TAKE NO CHANCES... MURRAY'S GIVE YOU A
10 DAY FREE TRIAL

MURRAY'S ELECTRICAL SHOP PAOLI, PENNA.

Appliance Dealer William H. Murray, who concentrates on the sale of home freezers, uses newspaper advertising extensively the year-round as a part of his promotional program. Note "box" in lower part of advertisement calling attention to 10-day free trial. Other phases of Murray's freezer program are described in the accompanying article, together with details on two recently-staged contests for sales and service personnel.

servicemen and a salesman on each team.

Murray explained that the following rules were established for paying commissions and awarding prizes, provided the over-all quota was reached:

Details on 'Pay-Off'

"1. Each serviceman who turns in a lead or who has already turned in a lead which results in the sale of a contest product during this contest will be paid a commission of 5% on the net sale after trade-in or allowances.

"2. Each serviceman who closes a sale himself, involving contest products during this contest, will receive 7% commission on the net sale.

"3. Each man on the team which makes the quota set for the team will receive \$10.

"4. Each man on any team which makes . . . \$500 over the quota will receive an additional \$5 or a total of \$15.

"5. Each man on any team which makes \$1,000 or more above the

quota receives an additional \$10 or a total of \$20.

"6. Each man on the first team hitting one-half the quota will receive \$5.

"7. Each man on the first team to hit the . . . quota set for the team receives \$10.

"8. At the end of the contest, if it is a success, we will go to dinner and to an Athletics-Yankees ball game. . . .

"9. At the dinner, a minimum of \$100 will be chanced off (cash and prizes) to servicemen and salesmen who have participated in sales of contest products."

During the contest, Murray added, a "daily double" was announced each day. Any serviceman or salesman who sold the item involved that day received double commission on the net sale. The "daily double" was posted in the service office each morning.

The 14-day contest, according to the speaker, resulted in the sale of 35 freezers, 23 refrigerators, nine air conditioners, six television sets,

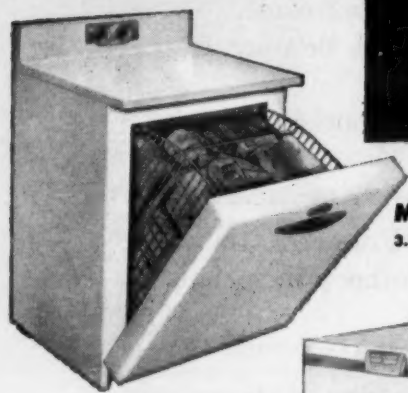
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THE NEW 1950

PAK-A-WAY HOME FREEZERS by **Schaefer**

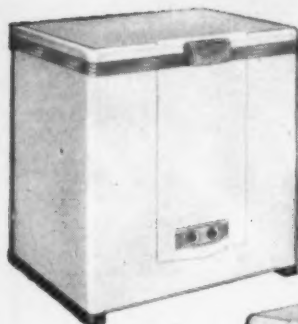
Priced, Styled & Designed to Make Them SELL!

The NEW PAK-A-WAY FREEZER BIN



MODEL 350
3.5 CU. FT. CAPACITY

MODEL 1500
15.07 CU. FT. CAPACITY



MODEL 800
8 CU. FT. CAPACITY

MODEL 2100
21.33 CU. FT. CAPACITY



Here's the Schaefer Pak-A-Way line! Everything you want or have wanted in a home freezer, with many exclusive features. But best of all, the Pak-A-Way line is priced to sell. Size for size, they lead the field in value.

The new Pak-A-Way Freezer Bin, exclusive with Schaefer, is a space saver that will enable you to sell many customers who could not heretofore find room for a freezer.

Investigate the Pak-A-Way line. Then compare it with any other.

LOOK AT THESE FEATURES

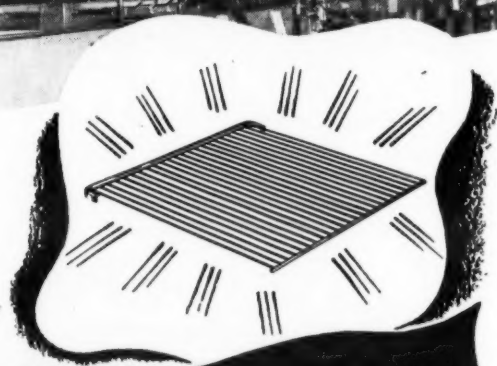
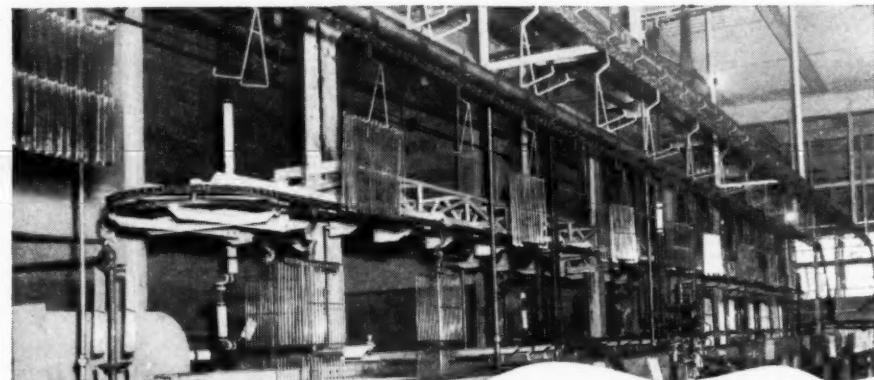
- ★ Automatic alarm bell
- ★ Interior lights
- ★ Fingertip, automatic latch with built in lock
- ★ Counterbalanced doors
- ★ Improved hardware
- ★ Sealed-in, space saving insulation
- ★ Removable shelves and dividers
- ★ Removable food storage baskets
- ★ Ice cube maker (optional)
- ★ Accessible temperature control
- ★ Recessed toe space
- ★ Baked Dulux enamel finish
- ★ Extra coiling for faster freezing
- ★ Hermetically sealed refrigeration unit
- ★ 5 year warranty on unit
- ★ 5 year food spoilage protection warranty.

MADE BY

Schaefer

SINCE 1929 • MINNEAPOLIS

Manufacturers of Schaefer Ice Cream Cabinets, Clearview Ice Cream and Frozen Food Merchandising-Display Cabinets, Pak-A-Way Home and Farm Freezers.



17 x 9,000 = LOW COST SHELVING

153,000 operations . . . that's only one day's work for the giant plating conveyor in Union Steel's shelving plant. Seventeen different cleaning, pickling, rinsing, dipping, plating and drying operations are all handled automatically on more than 9,000 shelves a day by this one machine.

When you specify Union Steel you can be sure your finished shelves are as perfect as modern, big volume machinery and inspection can make them. Every step . . . straightening, bending, joining, smoothing, reinforcing, trimming, bevelling, welding and plating . . . is carefully inspected to meet USP's exacting standards of quality control.

Whatever your shelving requirements, it will pay you to rely on Union Steel's vast fabrication facilities and more than 40 years manufacturing experience. At USP you get shelving of high quality and modern design . . . mass-produced at low cost. Ask us to prove it.



UNION STEEL PRODUCTS COMPANY
WIRE PRODUCTS DIVISION
ALBION • MICHIGAN

Freezer Demonstrations at Murray's Based On Answers to 8 Questions About Prospect

(Concluded from preceding page)
five radio sets, and one range, a total of 79 items.

Turning to the subject of selling home freezers, Murray first told how his firm selected its lines, which include five makes. He said selection was based on the manufacturer's reputation; quality, construction, and features of the freezer; and price.

"In selecting freezers for construction features," he stated, "we particularly looked at the quality and quantity of insulation, type and capacity of the compressor unit, whether or not the cabinet was 'Bonderized,' and whether general appearance was pleasing.

"On the subject of features, we selected the freezers with a view toward the ease of use. Such features as counterbalanced lids, storage baskets, sharp freezing sections, signal alarms, interior lights, etc., were taken into consideration.

"On price, we attempted to keep abreast of the current market by determining at what price the public was buying or willing to buy a given freezer, and an effort was made to give the public the best value for their money.

Cost Per Cubic Foot

"In doing this, we broke down the retail cost of the freezer by cubic feet. We know that to get good value the public should pay between \$30 and \$35 per cubic foot, up to 15 cu. ft. In larger sizes, the cost per cubic foot would be correspondingly lower."

After selecting the lines to be handled, the firm next formulated a sales training program, Murray recalled. He noted that this program involved sales training schools with the distributors and in the store.

"We hold our own training sessions at the store and we set aside sessions for the distributors' salesmen to present the sales features on each of the freezers we handle," he continued. "We also encourage the use of home freezers by each of our salesmen. At present, all of our sales personnel and many of our servicemen have their own home freezers."

The next consideration is service, he declared.

"We have a service force of four refrigeration men," NARDA members were told. "We give 24-hour service on freezers, and this point is strongly stressed in the sale of freezers. We maintain a large and complete stock of parts, motors, compressors, etc., and all of our service personnel on refrigeration have attended factory training schools."

With its freezer lines chosen and its sales and service organization well trained, the firm was then ready

to undertake a promotional program, Murray said. He outlined this program as follows:

"1. Our freezers are prominently displayed on our showroom floor.

"2. At least one of the freezers on the floor is complete with frozen foods. We find this very important in the promotion of sales.

"3. We use newspaper advertising extensively the year-round, using three or four local newspapers. These advertisements take various forms; some are of the institutional type and others of the promotional type.

"4. We periodically hold sales demonstrations at our store, which are given by a home economist supplied by the distributor or by the local utility company. These demonstrations are usually attended by from 25 to 50 people.

"5. We have a trailer fully equipped, including home freezers, and this is displayed at local fairs,

and between fairs we use the trailer to travel throughout the local area on door-to-door canvass and prospect follow-up.

"6. We make a practice of handing out free packages of frozen food in order to acquaint the customer with the quality and variety to be had through the use of frozen foods.

"7. We use the rental plan, whereby a freezer may be rented from us at a nominal monthly charge, which may be applied toward the purchase price after three months.

5,000 Get Direct Mail

"8. We have used direct mail advertising. In one case, we circularized 5,000 names taken from an automobile registration list for a period of nine months. This campaign was handled by Deepfreeze, with Reuben H. Donnelly doing the mailing.

"9. We have made a practice of selling the combination package. By this we mean a refrigerator and freezer, using models which will give you a total cost under, or slightly higher than, the cost of a two-door combination refrigerator with a locker. We have found this works out very successfully.

"10. We have advertised free trials on home freezers for a 10-day period, and we have offered, through newspaper advertising, to give a certain amount of free frozen food with the purchase of a home freezer."

Murray explained that in approaching prospects for a home freezer, the company endeavors to get answers to the following questions:

"1. Are they now using a freezer?

"2. Are they using a locker?

"3. Where are they living and what is the type of residence (farm, own home, apartment)?

"4. Number in family?

"5. Do they have a garden?

"6. Do they have access to purchase of food at quantity prices?

"7. Do they fish or hunt?

"8. Do they have any food preferences?"

Murray continued:

"Our salesman will see that his demonstration is based on knowledge he has gained. . . .

"We point out to the customer that the foods frozen at their peak are the finest tasting. We also point out that a saving of \$20 or more monthly can be realized from using a home freezer. . . .

"We also point out the convenience of a large, ready supply of food in the home freezer stocked ahead, thereby eliminating trips to the store. On the subject of variety, out-of-season foods can be enjoyed when not available at the store.

"Our sales story also stresses the economy of purchasing a larger freezer, as the cost per cubic foot is correspondingly lower. . . .

Accent on Service

"Reference to the quality and type of service we render is always included in our sales story. This is a very important part of our story, as failure of a customer to receive proper service in an emergency can result in the loss of a quantity of valuable food.

"We here at Murray's have concentrated on the sale of home freezers and have done a great deal of pioneering in this field and at a time when they were somewhat of a novelty. We have found that in this field, comparatively speaking, there is little competition. We find that in view of the lack of competition we are able to maintain prices and realize a good profit. . . ."

*Sell all types
of difficult
prospects...*

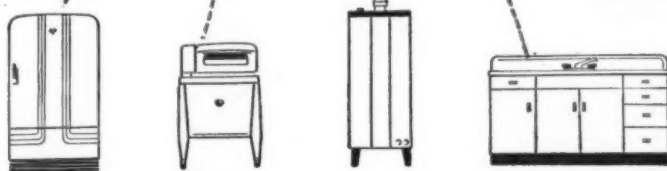


THE SKEPTIC



USE THE DU PONT SEAL
TO CLOSE THE DEAL

It identifies America's
leading home appliance finish!



GALS FROM MISSOURI have to be shown, demand proof. Win their confidence by pointing to the Du Pont "Dulux" seal!

To doubting customers who want visible proof of quality, the "Dulux" seal tells a convincing story. It reassures them at a glance that they are getting a finish good for years of washable, mar-resistant service and sparkling good looks. And you can tell them that Du Pont "Dulux" is rigidly pre-tested, too.

If your manufacturer supplies you "Dulux"-finished appliances without the seal, ask him to include the seal in the future. It's a tested sales aid that helps swing many a difficult prospect into the "sold" column.

HERE'S SELLING MADE EASIER! FREE new informative booklet gives you profitable "selling points" for appliances finished with DULUX. Send coupon today for your copy.

WANTED: Experienced / Major Appliance Salesmen

Due to increased demand for Amana Home Freezers and Freezer-Refrigerator, we are in immediate need of several additional experienced appliance salesmen in our field sales organization.

Write fully concerning your past experience. All replies held in strictest confidence. Address E. L. Hinchliff, Director of Sales, Amana Society, Refrigeration Division, Amana, Iowa.



SPORLAN VALVE COMPANY
Manufactures

SOLENOID VALVES • SOLENOID PILOT CONTROLS
MODULATING PILOT CONTROLS • REFRIGERANT DISTRIBUTORS
STRAINERS • CATCH-ALLS • and the Only THERMOSTATIC
EXPANSION VALVES with FLOW MASTER ELEMENTS
and SELECTIVE CHARGES



E. I. du Pont de Nemours & Co. (Inc.)
Finishes Division, Dept. A.C. 98
Wilmington 98, Delaware
Please send, free of charge, your new illustrated booklet, "Inside Information on the Outside."

Name _____ Title _____
Firm _____
Address _____
City _____ State _____

Spring Campaign Results May Break Philadelphia Range Sales Record

PHILADELPHIA—A spring sales campaign on electric range and home freezers, which ended on June 30, is expected to boost range sales for the first half year up to or beyond the record breaking figures chalked up for the first half of 1948, the Electrical Association of Philadelphia announced recently.

Home freezer sales are also showing "gratifying results," the association said.

During the campaigning, which ran from March 22 to June 30, more than 2,000 persons attended 67 range and freezer demonstrations.

The association reported: "The dealers who have conducted such demonstrations have found that the demonstrations not only direct prospective customers to their stores but actually resulted in the closing of sales and the developing of excellent prospects for future closing."

It added: "While the demonstrations were primarily in the interest of electric ranges and home freezers, many other items of electrical merchandise stocked by the respective dealers were purchased by those attending the demonstrations."

La Crosse Cooler Vacation

LA CROSSE, Wis.—La Crosse Cooler Co. has announced that its annual vacation period will be from Aug. 27 to Sept. 6. Only a skeleton organization will be working during this period.

Nash-Kelvinator Reports Record Sales Volume

DETROIT, Aug. 1—Nash-Kelvinator Corp. today reported the greatest volume of sales in its history in both the quarter and the nine months ended June 30.

Volume for the quarter was \$99,717,073, an increase of \$3,473,483 over the previous record quarter ended March 31, and \$10,541,720 larger than in the corresponding period a year ago. Sales for the nine months totaled \$280,238,699 compared with \$232,711,670 in the like period last year.

Earnings for the quarter and nine months followed the upward trend of sales. Net earnings after provision for Federal and state income taxes were \$7,254,248 or \$1.67 per share of stock for the quarter ended June 30, compared with \$7,136,525 or \$1.64 per share in the preceding three months and \$5,053,704 or \$1.16 per share in the corresponding 1948 period. For the nine months ended June 30, net earnings were \$20,250,063 or \$4.66 per share against \$15,446,528 or \$3.56 per share in the like period a year ago.

Sales of Kelvinator and Leonard appliances, following the normal seasonal pattern, were 37% greater in the June quarter than in the preceding three months, said George W. Mason, president. Demand for refrigerators was unexpectedly strong in June as a result of increased confidence of the general public in the stability of current prices, and to a lesser extent, to the long heat wave. Production schedules were increased in July to replenish dealers' abnormally low stocks, he said.

Used Box Prospects Hold Out for Longer Guarantee

CASPER, Wyo.—That the purchaser of a trade-in refrigerator is becoming more "cagey" in his selection is illustrated by the experience of Christensen Electric Co. here—which recently restored slacked off trade-in refrigerator sales by increasing guarantees to one year.

Formerly, the Wyoming dealership offered rebuilt boxes with only the standard 90-day guarantee prevalent through the west. However, when rebuilt refrigerators offered on this basis failed to move, the management queried several unsold prospects as to what feature was felt most necessary in such a purchase.

"In almost every case, the trade-in buyer proved to be more interested in a worthwhile guarantee, promising efficient service from his refrigerator than appearance, hardware, or make," it was indicated. "When we increased the guarantee to one year, most sales resistance dropped off."

Pappas Co., G. B. Wilson To Represent Gloekler

ERIE, Pa.—Gloekler Refrigerator Co. here, manufacturer of commercial refrigerators, has announced the appointment of two new manufacturers' representatives.

Evan N. Pappas Co. of Columbus, Ohio, will represent the Gloekler interests in Ohio, West Virginia, Indiana, and Kentucky; and George B. Wilson of Baltimore will handle it in Maryland, Delaware, eastern Pennsylvania, and southern New Jersey.

Ice Cream for the Freezer

Big Container Display Catches Home Unit Owner's Eye

KIRKWOOD, Mo.—Ice cream sales volume has been tremendously increased at the fountain of the Rexall Drug Co. here, by means of a display which promotes 1/2, 1 and 2 1/2 gal. containers of ice cream to home-owners who are using freezer units for food storage.

T. Craycraft, head of the store, developed the sign when he found that a large percentage of the better-income, suburban dwellers surrounding this southwestern St. Louis area, were home freezer owners and interested in the economies which could be effected by large-size purchasing.

Therefore, to catch their attention, he placed a large poster sign at the left of the counter, which is seen by every entering visitor. Lettered on the top of the sign are the words "Bulk ice cream for your 'Deepfreeze' or that special occasion!"

Below, on the surface of the sign, several waxed cardboard containers have been cut in half, and pasted on the sign, giving the appearance of



projecting through the sign itself. Shown are a 1/2-gal. size at \$1.25, 1-gal. size at \$2.35, and a 2 1/2-gal. size container at \$5.75.

"We point out the sign to every customer who owns a freezer," Craycraft summed up, "and by constantly suggesting it, we have made it regular habit for many to purchase in the large size."

Video Salesmen Adopt Ice Man's Approach

CINCINNATI—An adaptation of the ice man's home window card has been developed by Crosley to promote sales of television sets and at the same time eliminate tiresome cold canvassing.

The company has prepared a card which retail salesmen can hang on door knobs. It reads:

"If you'd like to see the . . . Show tomorrow night in your own living room on Crosley television, just put this card in your window today with the other side facing the street and I'll be out tomorrow night with the set. No obligation to you, of course."

It is suggested that salesmen affix cards to the door of homes which do not have television antennas.

Legum Gets Crosley Line

WASHINGTON, D. C.—Legum Distributing Co. here recently announced, in a full-page newspaper advertisement, its appointment as a distributor in this area of Crosley products. American Wholesalers formerly held the Crosley franchise.

Pamphlet Describes Uses Of 'Aerocor' Insulation

TOLEDO—The thermal and acoustical uses of the newest addition to the family of Fiberglas insulations, "Aerocor"—a blanket-like material made of "superfine" glass fibers—are described in an 8-page publication issued by Owens-Corning Fiberglas Corp. here.

The publication is illustrated with several photographs pertaining to applications, which include refrigerators, air conditioners, home freezer units, refrigerated trailers, and hot and cold-keeping appliances. Also included in the booklet is a section on the material's physical properties.

IEEDA Adds New Chapter

SPOKANE, Wash.—The addition of the Stevens County, Washington chapter to the Inland Empire Electrical Dealers Association was announced recently by the association.

Officers of the new chapter are Vern Barney of Colville, president; John Kinkaid of Chewelah, vice president; R. T. Paine of Colville, secretary-treasurer; and J. W. Bouska of Chewelah, governor-at-large.

A. O. Smith Builds ELECTRIC MOTORS

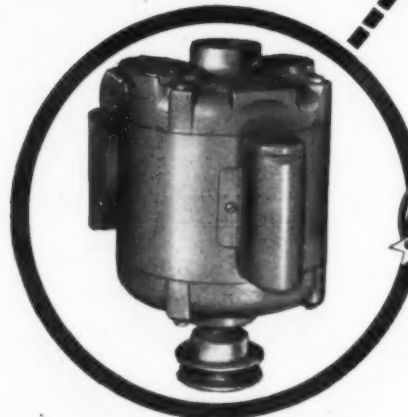


for hundreds of products, including **CLIPPER COMFORT FANS**

Typical of the many problems A. O. Smith has solved in engineering and building electric motors to specific product requirements is that of The Clipper Manufacturing Co., Houston, whose "Clipper Comfort" home-cooling fan is pictured here.

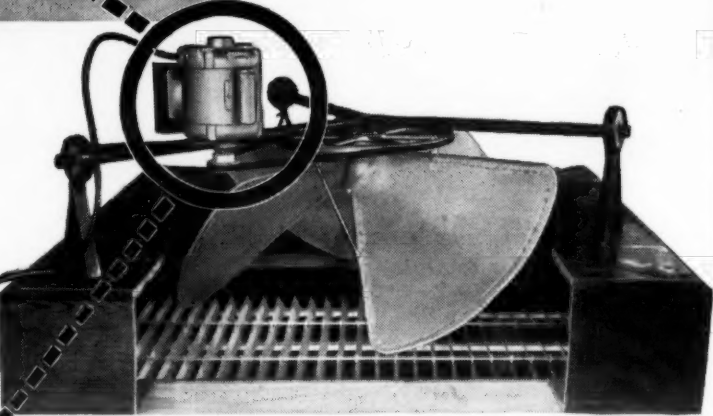
If you are seeking improved performance in your product, or if you require special characteristics in your power component, consult the A. O. Smith man. For at A. O. Smith, where research has long been "big business," an experienced research and engineering staff is at your disposal, to help integrate electric motor design with your special product design.

Write for Bulletin No. EM-152



24-HOUR MOTOR SERVICE

A. O. Smith Product Service Division provides fast, low-cost electric-motor service to more than 200 authorized service stations, on a 24-hour, off-the-shelf basis. Factory Service Branches and Warehouses at Union, N. J., Chicago, Dallas, Los Angeles.



CLIPPER COMFORT FANS, for hot-weather cooling of homes, are designed to operate vertically or (as pictured here in an attic-floor installation) horizontally. The "Hush-Hush" blades, of specially treated canvas, are screened by a ceiling shutter which opens automatically when the fan starts, closes when the fan stops.

A. O. SMITH ELECTRIC MOTORS for Clipper Fans, like all A. O. Smith Motors, are designed to provide the maximum in compactness, safety, and trouble-free service. Quiet, cool-running, these motors are 1725 rpm, single-phase, 115/230 v., capacitor start, wound for dual rotation. Ball bearings are pre-lubricated and self-protected from dust. They are capable of carrying loads 24 hours a day.

Ask the A. O. Smith man about electric motors for both special and standard uses

A.O. Smith

ELECTRIC MOTORS

A. O. Smith Corporation • New York • Boston • Cleveland
Atlanta • Chicago • Detroit • Milwaukee • Houston • Tulsa
Dallas • Denver • Seattle • Los Angeles • San Francisco • Motor
Export Department: 13 East 40th St., New York 16

MOST

The attractive design and many features included in Everfrost Fountains make Everfrost the MOST profitable line to handle.

LEAST

The sturdy construction and dependable performance built into Everfrost Fountains gives your customers years of trouble-free operation with the LEAST amount of service.

LOWEST

Completely self-contained units and simplified plumbing mean that with Everfrost you can offer your customers the LOWEST possible installation and original investment costs.

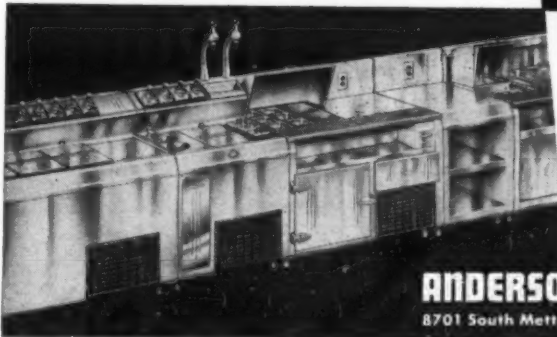
Everfrost
UNIT BUILT

FOUNTAIN EQUIPMENT gives you greater FLEXIBILITY

EVERY UNIT SELF CONTAINED

With the new Everfrost Unit-Built line of fountain equipment you can give your customers exactly the type of installation that will best fill their particular requirements. Each piece of equipment is available as an independent self-contained unit or may be used for remote installation. The Everfrost Refrigerated Carbonator and Water Cooler offers a plentiful supply of perfectly cooled carbonated and sweet water — All-Dry refrigeration entirely eliminates the messy water bath — Simplified Plumbing reduces installation costs — Self-contained compressor on a slide-out channel base for easy servicing — Investigate ALL the features of Everfrost equipment that will bring more satisfaction to your customers and more customers to you.

Write Today for Full Information on the Entire Everfrost Line.



CARBONATOR

ANDERSON & WAGNER INC.
8701 South Mettler Street • Los Angeles 3, Calif.

Window Display Lists 21 Refrigeration Uses In Large Dept. Store

ST. LOUIS—The importance of refrigeration and air conditioning to department store service was dramatized here recently when Union Electric Co., local utility, made up a window display listing the equipment used by Stix-Baer-Fuller, leading metropolitan department store.

The display developed by the commercial sales department of Union Electric, occupied the center of the window. It listed in sections, 21 uses of commercial refrigeration in everyday service in the store.

With a photograph of the store building in the center, the sign was divided into columns, which indicated to passersby at how many points refrigeration was of daily service.

In the first column, under the heading "Downstairs Store" were listed 1,800-hp. air conditioning compressors, 800-hp. water circulating pumps, a 3-hp. soda-fountain unit, and a 3-hp. ice-making unit.

In the second column, under "Main Floor," were listed a 12-hp. soda fountain cooler and a 1½-hp. low-temperature refrigerator.

Under "Sixth Floor tearoom" were listed a 5-hp. frozen foods locker, a 5-hp. ice cream factory, a 5-hp. low-temperature box, a 2-hp. salad unit, a 2-hp. drinking-water unit, a 3-hp. flake ice unit, and a 1-hp. refrigerated garbage room. The garbage room, incidentally, was one of the first installed in a department store.

Under the following heading, "Seventh Floor," were listed a 10-hp. fur vault for storage of costly clothing.

Under "Eighth Floor," a ¾-hp. low-temperature refrigerator, ¾-hp. dough retarder for the bakery, a 1½-hp. chocolate-dip machine were listed. The 10th floor cafeteria has a 1½-hp. low-temperature refrigerator, a ¾-hp. ice cream cabinet, a ¾-hp. drinking water cooler, and a 180-hp. roof cooling unit for the store's air conditioning, as well as 15-hp. drinking water unit, according to the display.

The display, calculated to arouse public interest in the part played in their everyday lives by refrigeration, created much comment, according to R. C. Sansbury, executive of the sales division of the Missouri utility.

Better Milking Campaign In Nebraska To Feature Mechanical Milk Coolers

LINCOLN, Neb. — A series of "Better Milking Days" will be held in Nebraska in late October, it is announced at the University of Nebraska. Mechanical milk cooler manufacturers will join with the agricultural extension service to help stage the meetings, it was reported.

Meetings will be in the form of clinics at which coolers, milking machines, and similar equipment will be demonstrated as a means of encouraging efficient and economical production of high quality milk.

MOTOR-BASE ADAPTERS

Motor Service at its best: A replacement motor, and a set of motor adapters to make it fit.

1/4 to 1/2 hp.—101-D
1/2 to 3/4 hp.—102-C
1 to 3 hp.—103-C

SERVICEMEN SEE YOUR JOBBER

Motor Adapter Corporation
4730 JOY ROAD
DETROIT 4, MICHIGAN



Testimonial!

Restaurant Assn. Reports Savings Up to \$100 from Using Ice Cube Makers

CHICAGO — An automatic ice maker will provide a restaurant operator with 100 lbs. of ice for about 15 cents (cost of water and electricity), the educational department of the National Restaurant Association pointed out in its July bulletin.

The item said: "An automatic ice maker makes crystal-clear ice cubes, 350 per hour, or more than 8,000 per day. Veronica Morrissey of L. S. Ayres, Indianapolis, reports a saving of \$100 per month on one machine alone, compared to the cost of ice cubes purchased from an ice company."

"Mrs. Damon, Damon's, Cleveland, expects to pay for her machine in one year out of the savings. Approximate cost for water and electricity is 15 cents per 100 lbs. of ice."

Sporting Goods Store Displays 'Big Ones' Under Refrigeration

DENVER — A novel custom-built display refrigerator used exclusively for the display of oversize record mountain trout has been a potent business-builder at Max Cook Sporting Goods Co., at 16th and Larimer Sts. here.

The Cook store, which year after year has sponsored customer-attracting contests for record trout or largest number of points on deer antlers to stimulate business, has found that nothing attracts the ardent sportsmen so much as display of outstanding catches or kills.

Therefore, to display effectively huge prize-winning trout which have been caught by store customers, Dave Cook, owner, purchased a low-temperature display box on wheels, which could be positioned anywhere desired in the store.

The cabinet is 4 ft. high, 3 ft. wide, and 2½ ft. deep. At the top, a double thickness of glass panel slants at a 45° angle to permit a downward view into the top of the box. In the shallow refrigerated area



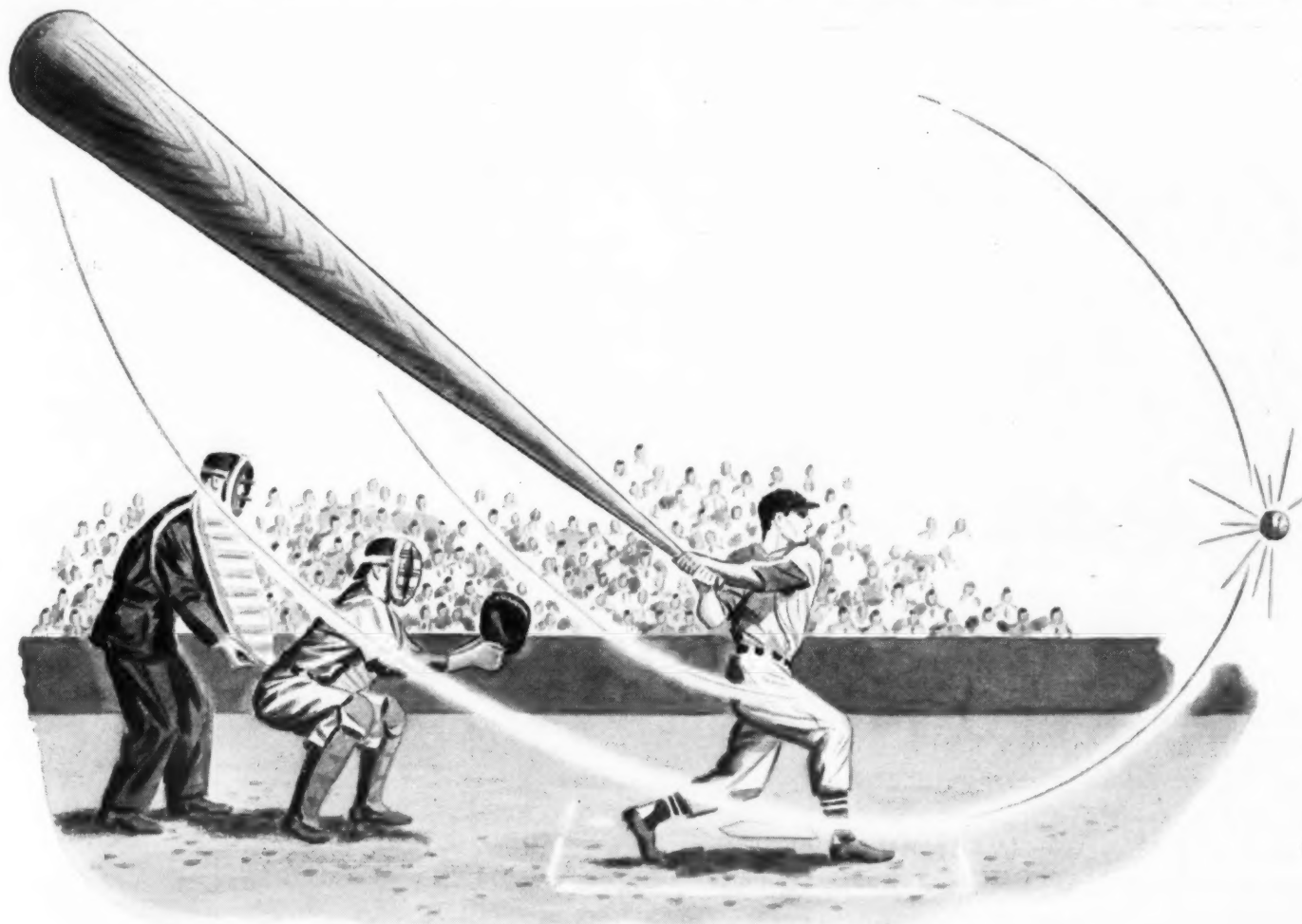
behind this Thermopane glass, there is sufficient space to display three or four king-size fish.

Refrigeration for the unit is pro-

vided by a ¼-hp. compressor, mounted at the bottom, which will provide temperatures from -10 to 0° F., during all operating conditions. The entire unit is mounted on four castor wheels, with an extended cord which makes it possible to display the record fish on the sidewalk if necessary.

Early this summer the display refrigerator was showing three all-time record fish caught in the Colorado Rockies, including trout ranging from 9 pounds to 21 pounds. Each was frozen rock-hard, and will remain in perfect condition, although exposed to heavy traffic and high heat loads throughout the day.

A loose-leaf page "bulletin board" just above the slanting glass display panel, is utilized to give details of contests, for newspaper clippings about record trout catches, etc. The refrigerator is usually stationed just inside the front door of the store, where it is a natural step for interested visitors to the fishing tackle department.



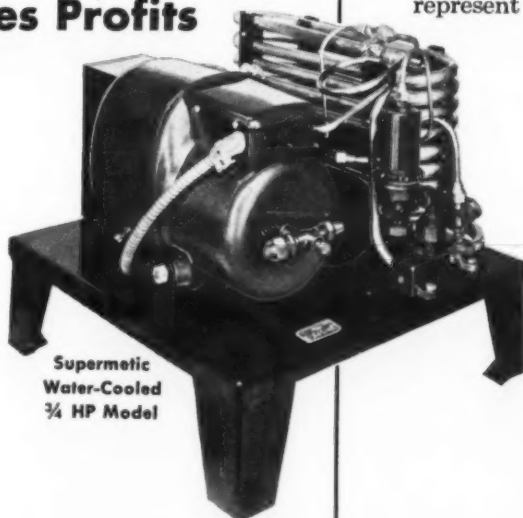
Let Servel *go to bat*
on your refrigeration problems!

Servel hermetically sealed Supermetic units are available in all sizes from ¼ HP through 3 HP. Also available is a full line of belt-driven units built around Servel "Superpac" compressors for direct current, odd frequency, and mobile refrigeration applications.

Servel Supermetic Features That Build Sales Profits

- Compact—Simple to Install
- "Pull-Out" Rail Edge Base
- Fully Wired
- No Oil "Slugging"
- Forced-Feed Lubrication
- No Belts—No Seals
- Low and Medium Temperature Models—¼ HP thru 3 HP

You get more than a condensing unit when you buy a Servel Supermetic



Supermetic Water-Cooled ¾ HP Model

If you are planning a new fixture or air conditioning unit, you might profit by having Servel's team of electric refrigeration experts step up to the plate!

More and more manufacturers are finding that the outside, experienced viewpoint pays off, many times, in a better product, more economical assembly, or more profitable sales. Servel offers complete laboratory facilities for testing fixture products, under simulated field conditions that may help you spot weaknesses. Our team of experts might be of valuable assistance in planning assembly, in laying out production lines, in mapping your sales or distribution strategy. Your problems will be treated in complete confidence, as our experts work hand-in-hand with your men.

These services are available to Servel customers—free of charge. They represent one of the many extras you get when you buy Servel Supermetic condensing units.

If we can help you, then write, wire, or phone Servel, Inc., Electric Refrigeration Division, 1908 Kentucky Avenue, Evansville 20, Indiana.

Servel
SUPERMETIC
for every commercial
refrigeration requirement

Servel also manufactures the Servel Gas Refrigerator, Servel Ball-Type Gas Water Heater and the Servel All-Year Air Conditioner.

As One Dealer Sees It:

Classified Advertising with Full Details Moves Trade-In Refrigerators Rapidly

ENGLEWOOD, Colo. — Classified advertising is by far the most effective tool for keeping trade-in refrigerators moving rapidly, according to George Goorman, head of Goorman Electric Co., Hotpoint dealer here.

Goorman deplores the theory of many appliance dealers that it requires "legerdemain" or special stunts in order to move trade-in boxes.

"The secret is merely to play up the outstanding feature of every refrigerator in classified advertising," the Englewood dealer said. "There are always homeowners interested in getting a particular make, or who want a small cubic footage box for apartment use, or an oversized box, where large families are concerned. We have found that by including more complete details about each box in every classified advertisement, sales come far more rapidly."

Goorman Electric has simplified trade-in operation by making up a "blue book" which offers a standardized trade-in allowance on each of 15 makes of refrigerators, with a "plus margin" for those which are in tip-top condition. Salesmen are not allowed to exceed the allowance.

"We have found that this is not difficult to do, with most homeowners now willing to accept a fair allowance on the old box," Goorman said.

The trade-in refrigerator picked up by the truck at the same time the new box is delivered, is merely cleaned up in Goorman's shop, tested, and sold for the most part "as is" with varying guarantees, based on the amount of allowance, and an expert opinion by the shop's chief mechanic.

A classified advertisement is written on the same day all old boxes are received, and the com-

pany may run anywhere from one to six such advertisements in a community newspaper, which reaches farmers and suburban residents.

Advertisements give such information as "Hotpoint, 8 cu. ft., perfect running conditioning, ideal for large family." Another may point out "Cramped for space? Here's a 4-cu. ft. apartment-size refrigerator which will solve your problems, \$99.50."

These "more informative" advertisements go a lot farther than vague, over-terse trade-in advertisements which tell little or nothing about the refrigerator, according to the Colorado dealer. To date, it has never required more than three insertions of the same advertisement to sell the refrigerator involved.

Kalamazoo Stove Reports Loss

KALAMAZOO, Mich.—The Kalamazoo Stove & Furnace Co., major appliance manufacturer here, and subsidiary reported a net loss of \$371,278 for the six months ending June 30, after charges and Federal taxes.

For the first half of 1948, the company made a net profit of \$563,661.

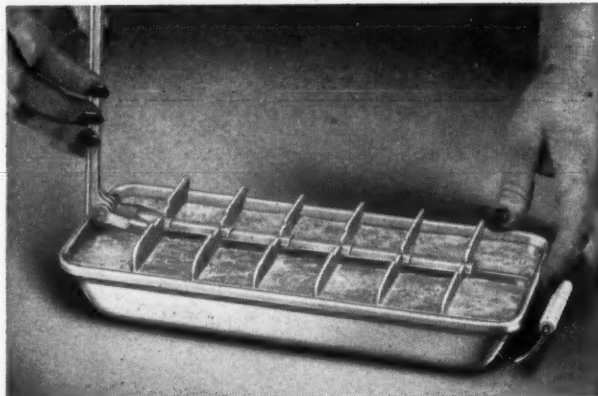
Introducing 'Trade-In Tommy'



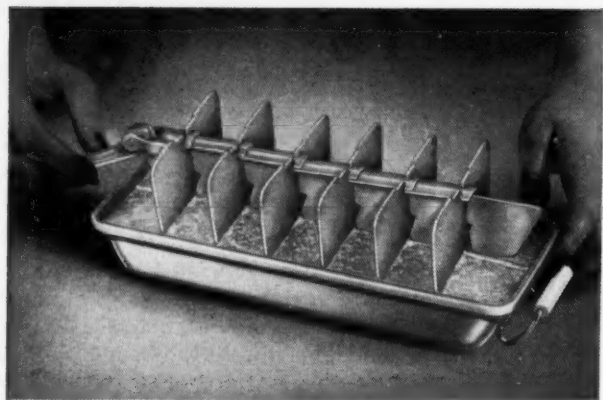
Trade-In Tommy, at the extreme left, is a 20-year-old Monitor-Top G-E refrigerator. Purpose of the bizarre decoration is to dramatize the theme "Trade in your old refrigerator while there is still a breath of life." The promotion was sponsored by Inglewood Plumbing & Appliance Co. of Inglewood, Calif. Appliance Manager T. E. Trollope stands beside the refrigerator which is reportedly still running.

No Other Ice Tray gives You this "Magic Touch" Demonstration!

Refrigerator prospects are impressed instantly and convincingly by the swift, simple and striking Inland "Magic Touch" demonstration. They want all the ice trays in their refrigerators to work the marvelous "Magic Touch" way. For them—no more inconvenience, no more prying, thawing, splashing or handling dripping blocks of ice. It works like this . . .



1 Raise the "Magic Touch" lever



2 Lift the grid from the tray



3 All cubes are free, separate, dry

New refrigerators fully equipped with Inland "Magic Touch" Ice Trays give your customers complete ice convenience

Take advantage of the compelling sales appeal in this demonstration. Make sure that the automatic refrigerators you sell this year are fully equipped with Inland "Magic Touch" Ice Cube Trays, designed and made to give faster freezing and longer service. And stock them amply for replacement sales. Get these customer-demand sales and profits.

"Magic Touch" Ice Trays

by **INLAND** MANUFACTURING



INLAND MANUFACTURING DIVISION
General Motors Corporation, Dayton, Ohio

Dealers Who Cash Bad Checks May Face Trial Is Brought Up To Date

DENVER—U. S. District Judge J. Foster Symes announced recently that there will be an intensive crack-down on appliance retailers who accept checks without proper identification. Merchants who later complain of bad checks may be summoned for aiding and abetting dishonesty through improper attention to check cashing, he said.

Judge Symes' warning came as a result of an increasing number of bad check charges being brought against "customers" by Denver merchants. The judge severely criticized retailers for accepting rent receipts, bank books, or other identification as sufficient for cashing checks.

"Next time this happens, the case will be presented to the grand jury for action on charges of aiding and abetting a crime," Judge Symes said.

He pointed out that the government had been put to much expense of late in tracing down bad check passers, almost invariably due to carelessness on the part of the retailer.

DAYTON—A new, up-to-date edition of "Money Isn't Everything" has recently been issued by Cappel, MacDonald and Co., originators of merchandise prize incentive campaigns for sales organizations.

Money Isn't Everything is a 24-page booklet which explains not only the operation of a merchandise prize incentive campaign but also, more important, deals with a number of factors confronting executives in relation to their salesmen.

Contents of the book include such topics as: . . . how to get the most from a salesman in today's competitive market; the extra ingredient that makes a salesman work harder; how to capitalize on the family influence in order to get a man to sell more goods; the type of sales campaign considered a sure thing by many sales executives.

Copies may be obtained, without charge or obligation, by writing to R. S. Bare, Cappel, MacDonald and Co., Cappel building, located in Dayton, Ohio.

BRAND NEW! MEET Titchener's New Sample-Making Service

for welded-wire, wire-and-strip-steel assemblies



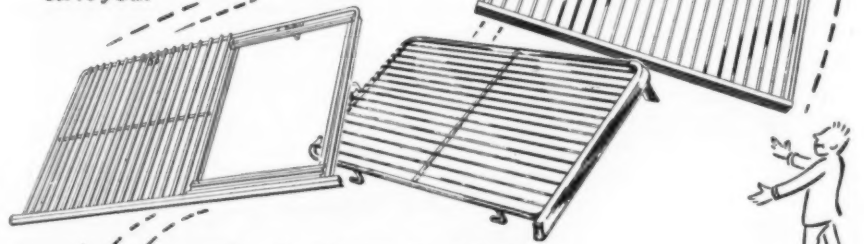
Needed Help . . . But Fast!!!!

Recently the chief cabinet engineer of a well-known corporation brought us his troubles. He needed prompt delivery of hand-made, new design samples—important decisions hinged on their arrival. But his usual supplier was tied-up. He wondered if we could help him?

Could We? Pronto—we went to his aid by launching a new department! We formed a special Sample-Making Department by calling in men from all over our organization. An engineer from here—a die maker from there—a production man—and so on until we had a service of experienced craftsmen.

Happy Ending . . . and Beginning!

We pulled our distressed friend out of trouble so well that he's been using our newly formed service ever since. And it's a spanking good department—brim-full of cost-saving ideas—ready, able and rarin' to serve you.



What's YOUR Problem?

. . . Sample-making? . . . Production? We're ready for anything—in welded-wire or wire-and-strip-steel. Just send us your blueprint—or write or phone your requirements.

E. H. TITCHENER & CO.

93 Clinton St., Binghamton, N. Y.

U. S. Proposes Stricter Control of Meat Bearing Federal Grade Stampings

WASHINGTON, D. C.—The U. S. Department of Agriculture has announced that it is proposing to change Federal meat grading provisions so as to require minimum inspection for federally graded meats not produced under Federal inspection.

In brief, the new provisions would require non-federally inspected plants using Federal grading to have before-and-after slaughter inspection of animals and carcasses by qualified veterinarians and to maintain certain sanitary standards in plant operations and on premises.

Some meat is Federally graded in plants which distribute wholly within states and thus do not have the Federal inspection of meat sanitation and wholesomeness required of plants doing interstate business. While Federal meat grading primarily determines quality, the Department recognizes that many consumers mistakenly associate the grade stamp with inspection. This action would assure consumers that only wholesome meat will be Federally graded and that these meats have been slaughtered and prepared under sanitary conditions.

Many states, counties, and cities in which these plants are located have ample sanitary safeguards. The proposed new provisions are aimed at setting minimum inspection requirements for all non-federally inspected meats which are Federally graded.

More Interesting Meals, Simple Preparation Used As Frozen Food Ad Theme

ROCHESTER, N. Y.—Sales of frozen foods were promoted at Wegmans supermarkets here through a newspaper advertisement which emphasized that meals are more interesting and easier to prepare with frozen foods.

The advertisement was built around a photo of a woman filling a basket with frozen foods from a self-service counter in a Wegmans Market. The advertisement caption read:

"The next time you're in Wegmans, take two or three moments to explore. Walk over and look in Wegmans big, modern frosted food cases. See how many new ideas you find there . . . ideas to help you make your meals more interesting, easier to prepare.

"Frozen French fried or whipped potatoes for hurry-up dinners. Sweet, jumbo frosted shrimp. Frozen orange or grape juice with that just-squeezed flavor. Row after row of delicacies at a workingman's price . . . a miracle made possible through refrigeration. See what treats Wegmans Frosted Food cases hold in store for you."

SHANK REFRIGERATION PRODUCTS

BEST QUALITY DUST-FREE SILICA

used in all

SHANK DEHYDRATORS

Always fresh, highest quality Silica Gel for better drying—will not powder. Leakproof. Copper tubing—brass fittings—felt filter. 1" & 2" O.D. LESS COSTLY TO REPLACE THAN REFILL

Users find the low cost of Shank Dehydrators makes it more practical to replace than to refill. Stocked by leading jobbers. Write us for details.

CYRUS SHANK CO.
631 W. JACKSON BLVD.
CHICAGO 6, ILLINOIS

BETTER COILS...
FOR BETTER COOLING

Marla BALL BONDED
COILS

Computing Costs Convinces Customer

Suburban Operator Sells Idea of Locker Rental Plus Purchase of Small Freezer

ENGLEWOOD, Colo. — Through studying the application of the home freezer to the average family's life, and matching locker plant service with it, J. S. Hartshorn, owner of Englewood Lockers here, has worked out a selling plan which he has found "sure-fire" with suburban community dwellers and farmers.

"We encourage sale of the smaller size home unit in combination with a rented locker," Hartshorn said, "although we sell the large size primarily for farmers out long distances in the country.

"By pointing out to suburban dwellers that renting a locker and using a small home freezer will give them double advantages, additional storage space, and actually save money, we have been able to sell freezers to many of our customers."

Under the plan, when a home freezer prospect is found, Hartshorn points out first that maintaining a small-size home freezer will provide the family with an adequate supply of sharp frozen foods of all types for immediate use, while larger quantities of the same foods and "special purchases" may be kept in the twice-as-large rented locker.

Where many prospects are toying with the idea of installing a large home freezer and doing away with the frequent drive to the locker plant,

Hartshorn has a simple argument.

"It is easy to point out and prove by mathematics to the prospect that the combined use of a rented locker and the small home freezer will actually save money," Hartshorn said.

"For example, we point out to a typical prospect that a 6-cu. ft. Kelvinator home freezer will cost him \$210, with approximately \$1 a month for operation cost. The rental locker, on the other hand, will hold twice as much, and cost him approximately \$1.15 a month.

"If the prospect is interested originally in buying a larger model, we point out that 12-cu. ft. home freezer will cost \$200 more, plus at least half again as much operating cost, amounting to around 90 cents per month.

"When the customer recognizes these added costs, he finds that he can rent a locker for the rest of his life, receive much better service, for the actual extra amount which would be expended for the large freezer.

"The smaller home freezer permits keeping on hand a large variety of frozen foods, while maintaining the rented locker gives the homeowner a chance to buy a dozen chickens, side of beef, pork whole, etc., at a good price plus the advantage of professionally handled processing."

Also, the Denver locker operator stresses the fact that it is dangerous to go away on vacation, leaving the large-size home freezer unwatched over that period. Frequent power failures have occurred in the community, resulting in spoilage of large quantities of food, as well as some lightning damage.

"Farmers, of course, are better prospects for the larger freezer, up to 16 and 22 cu. ft.," Hartshorn added, "since the cost of trips into the locker plants are high. But for the most part, we have been stressing the small size."

'Coldest Refrigerator' Playing Vital Role In Biological Production

ZIONSVILLE, Ind. — What is claimed to be the coldest refrigerator on record—it will reach -128° F.—is playing a vital role in the production of human and veterinary biologicals at the Zionsville Biological Laboratories of the Pitman-Moore Co. here.

The 32-cu. ft. freezer was made for Pitman-Moore by Robert C. Webber, of Webber Appliance Co. here. It is designed for the storage of tissue and as the first step in a new production process known as lyophilizing, which is said to extend the potency of certain biologicals from about 40 days to over a year.

In lyophilizing, the biological products are first quick frozen, then dried under a high vacuum, and finally sealed under vacuum or placed in a container filled with an inert gas such as nitrogen.

Weight Guessing Contest Prompts Study of Freezer

WASHINGTON, D. C.—Consumer interest in home freezers was stimulated here recently by a contest in which entrants guessed the weight of frozen foods contained in an 8-cu. ft. freezer displayed for a month on the showroom floor of the Electric Institute of Washington.

"Those entering the contest showed great interest before determining the weight of the food," the institute reported. "All examined the freezers on display, checking interiors, asking questions of the hostesses, referring to manufacturers booklets in order to arrive at their estimate of the freezer capacity."

N. Y. State Locker Assn. To Meet In Utica, Sept. 12-13

FORT PLAIN, N. Y.—The New York State Frozen Food Locker Association will hold its annual convention in the Hotel Utica in Utica on Sept. 12 and 13, George R. Schiemer, executive secretary of the group, has announced.

About 200 lockermen from all parts of the state are expected to attend. The Italian Room of the hotel will be devoted to about 20 booths which will be manned by suppliers of locker plant equipment and supplies. Exhibit space is being sold on a first come, first serve basis to both associate members of the association and to non-members.

You Save... Your Customers Save... with WILSON SECTIONAL MODELS

The Freezer that Never Gets too Small

You save when you sell Wilson Sectional Models—you're never saddled with a "long" inventory of used freezers—you're never faced with the problem of selling the same freezer twice!

Your customers save when they buy Wilson Sectional Models because they never run short of freezer storage space . . . when they find their needs have increased they simply add an additional section to their present Wilson Freezer.

You profit because you make another new sale when your customers come back for additional sections.

Your customers profit because they are not faced with trade-in loss.

Wilson sectional construction makes installation easy—and with Wilson Sectional Models you have the additional sales point of "reach-in" convenience. Wilson sectional models are available from 22 to 120 cubic feet capacity—and Wilson sectional models take up the smallest amount of floor space per cubic foot of capacity.

All Wilson Freezers Are Covered by the 5-Year Warranty Plan!

- It protects your customers against food loss due to power shortage or unit breakdown.
- It guarantees you replacement of any defective sealed unit.

Wilson helps you make sales with a national merchandising and advertising program in the following publications:

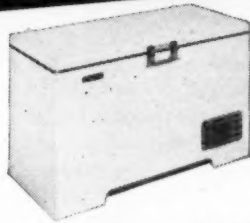
Country Gentleman

Poultry Tribune
Farm Quarterly

Hoard's Dairyman
Ice Cream Review

Some valuable franchises still available. Write or wire Dept. 8-AC today

REFRIGERATORS AND FREEZERS



Freezer Chest Model F-12

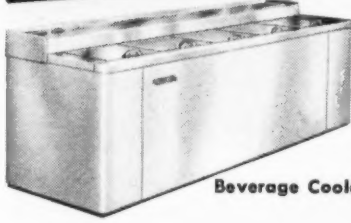


New Household Refrigerator Model S-10A

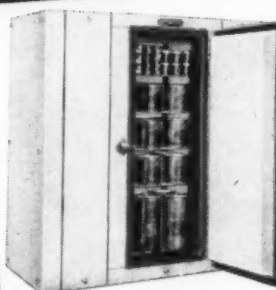


Self-Contained Freezer Model FF-15

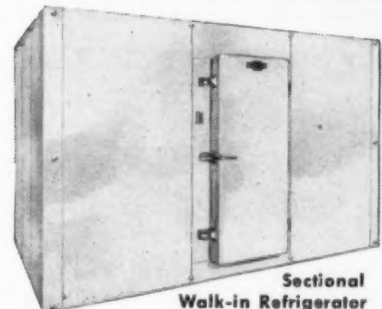
COMMERCIAL REFRIGERATION



Beverage Cooler

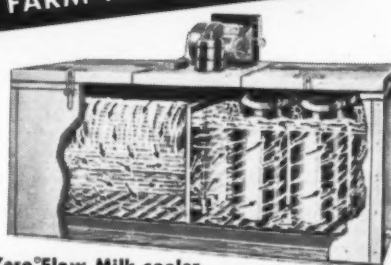


Ice Cream and Frozen Food Sectional Storage Cabinet Model FI-62

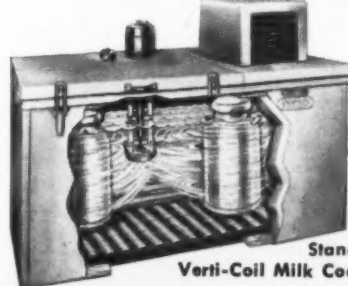


Sectional Walk-in Refrigerator

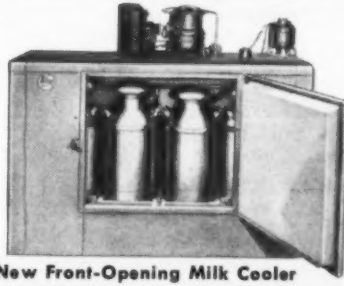
FARM MILK COOLERS



Zero-Flow Milk cooler



Standard Verti-Coil Milk Cooler



New Front-Opening Milk Cooler

WILSON REFRIGERATION, INC.

DIVISION OF WILSON CABINET CO., INC.

SMYRNA, DELAWARE

FARM MILK COOLERS AND FREEZERS • COMMERCIAL REFRIGERATION

They'll Do It Every Time By Jimmy Hatlo



Do You Have 'One Foot In the Door'?



Why you can
CLINCH MORE SALES...

...WITH TEMPRITE

BECAUSE TEMPRITE was designed with sales in mind . . . you can clinch more sales with Temprite!

Because the most conservative office manager . . . or . . . the most practical factory manager will look upon the Temprite Water Cooler with a lively enthusiasm . . . you can sell Temprite wherever you go!

The Temprite water cooler carries with it no suggestion of prosaic design, no hint of yesterday. Its functional, streamlined beauty is refreshingly new! Just look at its graceful lines of gleaming perfection, and inspect every last detail of craftsmanship . . . from its silver-soldered refrigeration joints to its satin-smooth, stainless steel top, from its constant-pressure regulator to its stainless steel lowside.

If you're in the doldrums, Temprite will put new pep in your step! You'll approach your prospects with solid confidence! You'll clinch more sales with Temprite.

WHEREVER YOU GO, in commerce or industry, there's a Temprite model to fit virtually every drinking water cooler requirement. You can offer the streamlined styling of the pressure type model or the convenient bottle cooler for light duty use, or where plumbing facilities are not available. You can offer the hermetically sealed, air or water cooled condensing unit or the open type condensing unit. Odd frequencies or voltages may also be serviced. All models meet requirements of the National Bureau of Standards and are approved by Underwriters' Laboratories. All existing local sanitary codes are being met.



FOOT PEDAL, is now available as optional equipment. All pressure type models maintain virtually constant stream height in spite of outside pressure variations of as much as 20 to 80 pounds. Annoying spurting and splashing has been eliminated.

ACCIDENTAL FREEZE-UP will not damage unit because of specially designed Temprite storage tank.

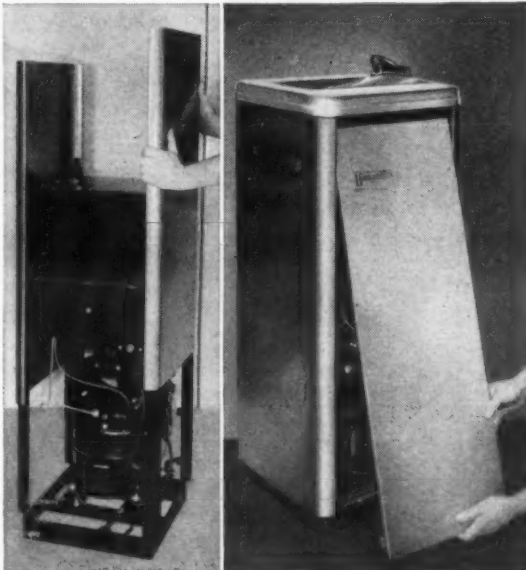
ADJUSTABLE Thermostatic Control regulates water temperature.

5 YEAR WARRANTY protection plan available on all hermetic models.



(Above) **EASY FINGER TIP PRESSURE** starts a smooth, steady flow of perfectly cooled drinking water! Sparkling stainless steel top!

(Right) **FRONT PANEL** is removable in mere seconds for quick servicing. Side panels, not screwed to frame, may be slid off as shown. It is unnecessary to remove cabinet from plumbing connections. Any panel which may become damaged in use, can be replaced without returning the entire unit.



SINCE 1929
Temprite
Products Corp. 43 Piquette, Detroit 2

Manufacturers of commercial and cabinet type water coolers, industrial water coolers, carbonators, draught beer coolers, soda fountain coolers, temperature control valves, oil separators, equalizer tanks, heat exchangers, etc.

AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

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U. S. Patent
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Est. 1926



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This Could Help

INNOVATIONS in Federal Reserve System regulations have been recommended by our good friend, Dr. E. A. Goldenweiser, who is one of the country's foremost monetary authorities. By virtue of his long experience (1926-1945) as Director of Research and Statistics for the Board of Governors of the Federal Reserve System, he is unusually qualified to propose these innovations. His suggestions are particularly timely in view of legislation pending in Congress to establish a national monetary commission. A resolution authorizing the first comprehensive study of the nation's banking and monetary system since 1908 has passed the Senate and awaits House action.

Among his suggestions to make monetary policy more equitable, flexible, and effective:

Establish a "coordinating agency or mechanism . . . through which common credit policies could be developed" among Government agencies.

Make "all institutions that hold deposits comply with the reserve requirements imposed on member banks" of the Federal Reserve.

"Rationalize the classification of banks as to the character of the business they do rather than as to their geographical location."

Give the Federal Reserve Board permanent power to regulate margin requirements and instalment credit.

Relieve the Board of any necessity for supporting Government bonds at par, because "so long as this commitment remains in effect the initiative in loosening or tightening credit conditions is not in the hands of the Federal Reserve but in the hands of member banks, or the market."

Develop "a rounded-out plan that would immunize some of the public debt, particularly long-term debt."

Dr. Goldenweiser points out that with public debt larger than private debt for the first time in United States history—and thus "the most important single item in the financial and banking picture today"—Federal Reserve powers to regulate the volume, availability and cost of money gain unprecedented importance for economic stability.

Urging coordination of Federal credit policies, he observes that "it is not useful, when the Federal Reserve authorities are trying to contract credit, to have other agencies, dominated by their special problems, promoting the expansion of credit; or at a time when interest rates are rising in response to Federal Reserve action, to have other Government agencies offer credit at fixed or declining interest rates."

On the subject of bond support he raises the question "whether the Government's responsibility for maintaining the buying power of the money which bond holders receive in interest and principal is not greater than its responsibility for maintaining the securities at par at all times. If the dollars paid out to the holders of savings bonds or other bonds at maturity will buy only one half of what the money would have bought at the time the investment was made, the Government bears a heavy load of responsibility for having promoted the securities as the best protection for old age and emergencies or the best way to prepare for the purchase of homes and durable goods."

As to peacetime deficits arising from "Government outlays in alleviating economic distress and combating a depression, it is generally agreed that the deficit should be met by new money, that is, by the sale of Government obligations to banks. To avoid the difficulties that arise from the issuance of a large volume of marketable long-term bonds, the securities issued should consist of non-marketable bonds to tap idle savings, and short-term paper of the kind that appeals to banks."

Defense-emergency deficits, on the other hand, should be financed by "high taxation, large savings—compulsory, if need be—and, if these sources are insufficient, the creation of non-reserve money. The painful impact of such a program on the people is one cost of war . . . the monetary reason for the maintenance of peace."

Penny Postcard 'Bombardments' Give Greatest Return for Advertising \$, Dealer Contends

Prospective Buyers Receive Simple Messages Regularly

ENGLEWOOD, Colo.—Sending out regular "bombardments" of penny postcards addressed to an average of 1,800 prospective appliance buyers once every three or four weeks through the year has proven the most effective low-cost advertising for George Thomas, head of Thomas Home Supplies, major appliance dealership here.

Thomas, a veteran of a dozen years of appliance retailing, has made a long study of all types of advertising. After much experimentation, he believes that penny postcards show the greatest returns per dollar expended.

He makes up all of his postcards himself, which he feels is the No. 1 point in achieving success with this type of promotion.

"All of my cards are printed up on a simple, hand-operated duplicating machine, which can turn out 250 per hour in any color desired," he explained. "I eschew use of the typewriter as far as possible, and turn each card out in bright colors, such as green, red, blue, brown, etc., which guarantee that the homeowner will at least look at it."

All messages are kept as brief and terse as possible, on the theory that short, to-the-point advertising will be remembered where the customer will not take the trouble to read large amounts of small type.

For his mailing list, Thomas simply uses the Englewood city directory, which is kept up-to-date. Thus, he can be certain of contacting a large group of moderate-income homeowners with every mailing.

He splits the advertising up among all appliance lines carried in the store, with particular emphasis on refrigerators and home freezers, both of which sell more rapidly in this suburban Denver community than within the city limits. All of his sketch-work is done with a stylus on a colored stencil and two-color cards may be turned out as easily as one color.

Copy is always written to strike

one outstanding feature of the appliance shown. For example, in playing up a particular refrigerator, Thomas draws a sketch of the frozen foods compartment, and stresses the fact that it will contain 60 pounds of frozen foods, or enough for a month's supply for the usual family.

He usually utilizes a single selling sentence, with the price for various-sized boxes listed below, with his signature, and the name and address of the store. Such short slogans as "Makes life easier"—"Feed the family cheaper"—"Self defrosting," etc., are always played up.

By constant use of the mail program, and rotating through the city directory several times a year, Thomas is sure of carrying his selling messages to homeowner prospects at least four or five times a year.

Like Truman!

Poll Skeptic Asks People If His Store Should Stay Open on Monday Evenings

PHOENIX, Ariz.—Whether or not its appliance store here will remain open on Monday evenings for the benefit of family shopping is the purpose of an unusual poll being carried out by Korrick's.

A. Korrick, head of the firm, one of the largest in the state, was not convinced that a previous poll, taken by a city organization, and showing that the public did not care whether evening hours were observed or not, was correct.

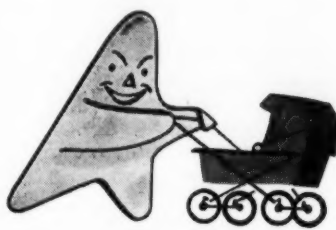
Therefore, the store is conducting its own poll, sending out questionnaires to 22,000 charge-account customers of retailers in the city, and 5,000 cash customers. The questionnaire invites customers to state the hours and the evening which they most prefer for evening shopping, promising that Korrick's will meet such requests with hours "to match."

Only a Few Steps Per Meal Needed

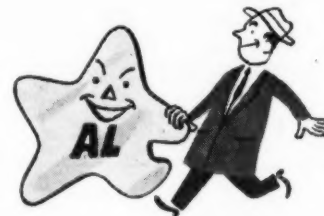


In a 5-ft. space this housewife has an electric range, a sink with Disposall, and a 4-cu. ft. under-counter refrigerator. In addition this package kitchen by Hotpoint, includes two 30-in. wall cabinets. It retails for \$563.50. Larger unit includes free-standing automatic dishwashers.

How long



is a lifetime



in Stainless Steel?



We call Allegheny Metal "the time-tested stainless steel" because it's the pioneer in America, but time hasn't really tested it yet. Neither we nor anyone else knows how long stainless steel will last. The earliest installations of Allegheny Metal—made more than 20 years ago—are just as bright, strong and resistant as when new. How can you defeat a metal that doesn't wear out and can't wear off?

• More important, how and where can you use it to advantage, today?

Complete technical and fabricating data—engineering help, too—yours for the asking.

ALLEGHENY LUDLUM STEEL CORPORATION

The Nation's Leading Producer of Stainless Steel in All Forms

Pittsburgh, Penna. . . . Offices in Principal Cities

Allegheny Metal is stocked by all Jos. T. Ryerson & Son, Inc., Warehouses

Thor Announces 2-Point Sales Stimulator Plan

CHICAGO—Thor Corp. here has recently announced a two-point sales stimulator plan that will:

1. Allow schools or colleges who can afford the price to purchase Thor home laundry equipment for use at the institution, and
2. Make equipment available in a dealer's showroom in the same town as the institution for schools which cannot afford such equipment or have no facilities for it.

Thor distributors were informed of the plan by letter and those in towns of more than 10,000 population were asked to nominate a dealer who is willing and able to give complete and intelligent classroom demonstrations and who is willing to work with schools and teachers in conducting such demonstrations.

Thor is also inviting dealer inquiries as to how they can tie in with the plan.



A PROFITABLE "Push Over" SALE

ON EVERY FREEZER SERVICE CALL

Every home freezer owner needs this warning device of mechanical failures. You know the owners. They need the Sentry.

Self-contained...installed in two minutes...positive action...no thermostat...battery operated with 5 year battery life...100 hour buzzer operation...extra profit margin...write for complete story.

JEWETT ASSOCIATES
1033 MAIN STREET BUFFALO 8, N. Y.

What's New



Portable Radiator's Handle Is Also Rack

MENDOTA, Ill.—A new portable electric radiator, heating by gravity circulation and direct radiation (no steam or water) and weighing 28½ pounds, has been introduced by Conco Engineering Works, here.

The radiator is 23 in. high, 7 in. wide, and 19 in. long, and is equipped with a convenient carrying handle which folds over to provide a handy drying rack for stockings, diapers, or other hand wash.

The new portable electric radiator is designed to reach its full heat (260°) in less than five minutes, and it is claimed it will operate for one hour for approximately 2 cents based on average electricity rates. The heater has fully enclosed element.

Timer Thermostat for Day & Night Periods

GLENDAL, Calif.—A new timer thermostat that provides positive, remote control of both day and night temperature periods for use with any space or unit heater equipped with an automatic control system has been announced by General Controls Co., 801 Allen Ave. here.

Designated the T-70, the timer thermostat is the two-wire, bi-metal type with snap action contacts and adjustable drum dials. It is sensitive to radiant or connected heat since the metal cover is an integral part of the temperature element.

Any desired temperature between 50 and 90° F. may be selected for the night period. The clock mechanism automatically returns heating system to the pre-selected day temperature each morning. The day-time setting may be prematurely resumed at will by manually turning the timer to zero.

Two models are available. One provides external day and night settings and the other external day setting and internally adjustable night setting. The cover is side-hinged for accessibility and is provided with an on-off switch.

The timer thermostat has a stainless metal cover mounted on an ivory plastic base. It extends only 1½ in. from the wall. It is available as a single unit or within a packaged set of a complete automatic control system.



'Grid-All' on Range Top In Estate Model

HAMILTON, Ohio—A new electric range model, the Trianon model 4904, featuring the Grid-All in the center of the top surface, has been introduced by the Estate Stove Co., a Noma subsidiary, here.

On this model, which is a full size range priced at \$289.95, the cooking units are located on the outside edges of the range and the work surface, with the Grid-All, is in the center. A lid covers the Grid-All when it is not in use and fits flush with the work surface so that there is no obstruction to free use of the top.

The Trianon has the oven control, timer, clock, light, and electric outlet located on the backsplash. The surface unit controls are centered on the front edge of the range just below the top surface.

G-E Offers a New Semi-Circular Heater



BRIDGEPORT, Conn.—A new General Electric portable electric heater designed to heat a wide room area is now in production by the General Electric Co. According to D. C. Spooner, Jr., manager of the G-E automatic blanket and sunlamp division, it carries a fair trade price of \$13.95.

Called the Sahara, the upright, semi-circular heater has an aluminum reflector that directs the heat of the two electric elements over a 180° area. It heats a room by both radiation and convection.

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for Low Prices

LARKIN CEILING HUMI-TEMP

Price is only one factor in the selection of any product—especially one that has so important a task as protecting valuable perishables. Performance must come first. Quality cannot be overlooked. Durability is highly important. Larkin has all of these. And Larkin has low prices, too. Compare them and see for yourself how low they really are.

For the latest Larkin price list, see your wholesaler. If you wish, write direct to us and we shall be glad to send you one.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

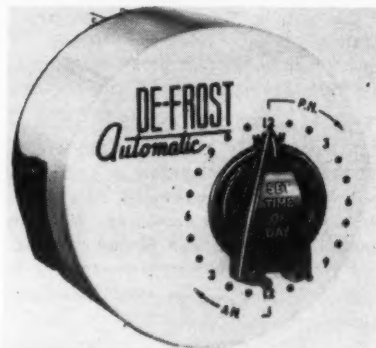
WATCHDOG OF THE NATION'S FOOD SUPPLY
LARKIN COILS
519 MEMORIAL DR., S.E. • ATLANTA, GA.

Defroster Will Regulate To Varied Off Cycles

ANN ARBOR, Mich.—The new 1950 model of the "De-Frost" automatic refrigerator defroster in a sanitary, white case and approved by Underwriter's Laboratories, is announced by Automatic Controls Corp.

It is claimed that the new model, which will sell at the same price of \$9.95 retail, has several features developed in the research laboratory which increase service to the user.

One of these improvements is the variable defrosting cycle which permits the housewife to change at will to a 3 or 4-hour "off" cycle as conditions dictate. The new model re-



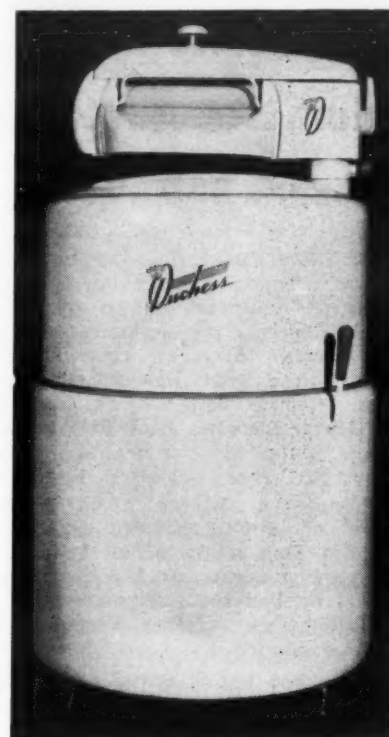
A small lever under the dial pointer on the "De-Frost" automatic defroster permits adjustment to longer defrosting period if desired.

quires no special installation as the refrigerator cord plugs into it and is then plugged into the wall outlet.

However, to take care of those homes where the outlet is not conveniently located and an extension cord must be used, the plastic case of the new model is squared at the back so it will set on a shelf or the top of the refrigerator.

The manufacturer claims that the variable defrosting cycle feature of the new model prevents undue temperature rise within the refrigerator. The standard setting of the unit causes the Telechron clock movement to turn "off" the electricity at 4 a.m. and "on" at 7 a.m.

However, if weather conditions or the amount of food in the box indicate by a heavier frost blanket that a 4-hour defrosting period is required, the small lever projecting below the dial pointer is easily moved to accomplish this.



New 'Duchess' Washer Model Is Introduced

ALLIANCE, Ohio—A new model Duchess conventional clothes washer to retail for \$99.95 has been announced by the Appliance Mfg. Co.

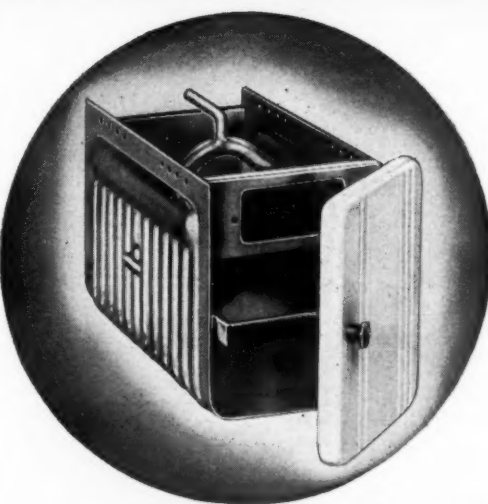
Known as the model 6M, the new washer will hold 10 lbs. of dry clothes and 19 gals. of water to the water line. It is equipped with a Lovell pressure cleanser wringer and a triple flex spiral agitator.

The 23-in. tub is of white porcelain enamel on steel with straight sides and wide bottom. It has a leak-proof center post and a screw cap keeps the agitator from lifting during washing so that clothes cannot work under the agitator.

The machine has a clutch lever to start and stop the agitator, wringer pressure control, a safety release bar, and a wringer position lock lever. A drain faucet wheel is located in the tub base. On the model 6MP a motor driven drain pump is used.

The washer also has a silent, ball bearing transmission and a silent mesh clutch. It is powered by a ¼-hp. motor mounted on a bracket bolted directly to the transmission.

MORE FROZEN FOOD STORAGE EQUALIZED REFRIGERANT DISTRIBUTION



REMOVABLE
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All shelves are removable in Standard's new D. LINE evaporators. This wide flexibility of freezing storage space provides room for many more packages of frozen food.

Modernize your customers' refrigerators to provide this ever-increasing necessity. The new D. LINE evaporators with equalized refrigerant distribution offers unlimited application possibilities.

—Send for Bulletin E-4

SPECIFICATIONS

MODEL No.	D-2	D-3	D-42
Trays	2 Single	3 Single	4 Single
Cubic Ft. Capacity	3½ to 5	5 to 7	5 to 7
Overall Height	7¼"	10¾"	8¼"
Overall Width	6¾"	6¾"	12"
Overall Depth	12"	12"	12"

Furnished with door, control mounting, hangers and control bulb clamp.

STANDARD REFRIGERATION CO., 332 S. Hoyne Ave., Chicago 12, Ill.

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STAINLESS STEEL EVAPORATORS.
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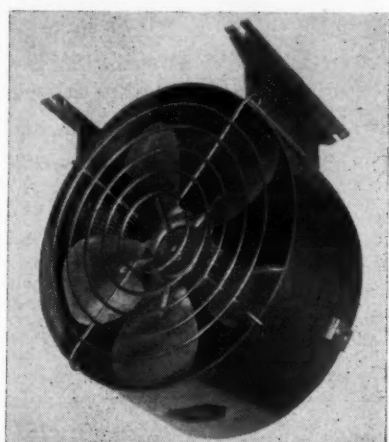
Columbus 8, Ohio



WORLD'S LARGEST MANUFACTURER OF ELECTRIC DRINKING WATER COOLERS

What's New (Cont.)

'Pie Plate' Coil Offers Circular Cooling Surface



CHICAGO—The "pie plate" blower coil developed by Peerless of America, Inc. here has been standardized for sale through to the refrigeration dealer and serviceman.

The pie plate coil is circular in shape, with concentric circles of finned surface, purpose of the design being to utilize all of the cooling surface. It is especially applicable to direct draw bars, soda fountains, reach-in refrigerators, and similar fixtures.

It is offered for sale to dealers and servicemen in two standard models—one rated at 110 B.t.u. per hour per 1° temperature difference, and the other at 135 B.t.u. per hour.

Flex-Seal Canner Aimed For Range Top Use



CHICAGO—A new automatic electric Flex-Seal Canner has been developed to "take the danger and guess work out of pressure cooking and canning," according to Robert G. Weymouth, sales manager of Vischer Products Co., 2815 W. Roscoe St., Chicago 15.

The new canner, made to Rural Electrification Administration specifications, is constructed of steel and has such safety features as an inside fitting, self-sealing, flexible cover,

gravity actuated pressure control, visual pressure indicator, and pressure actuated safety plug.

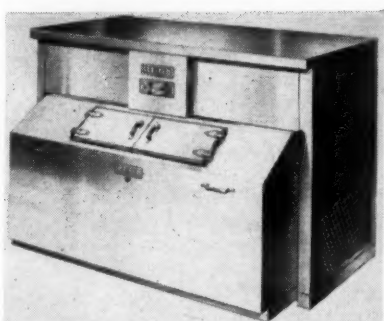
It holds seven quart-size jars or nine pint-size jars and comes equipped with metal rack, jar lifter, and inset pan for cooking and canning.

To operate, the user just plugs in the canner on any 110-220-volt a.c. line, selects the desired operating pressure, then forgets about the canning operation until the processing time is completed, according to Weymouth.

Automatically controlled, the new Flex-Seal shuts off or turns on the supply of electric current to maintain pressure within plus or minus ¼-lb. and temperature of plus or minus ½ of 1° F.

"The Flex-Seal automatic electric canner is being geared up for quantity production," Weymouth said. "Although it is presently available only through Montgomery Ward's mail order house, it will be presented to all dealers during the National Housewares Show in January and will retail for \$37.50."

Ice Maker Model Has Movable Storage Cabinet



LONSDALE, R. I.—The Ice-Flo Corp. is now going into production on a new "X" line of fully automatic ice cube makers. This line is in addition to its already established "DC" and "SC" deluxe models, the company has announced.

The X-10 model features front delivery into an insulated, stainless steel, storage cabinet which holds approximately 24 hours' production and automatically shuts off when full. The cabinet is detachable and can be rolled away to any dispensing point while another takes its place.

The X-10 produces 7,360 standard size cubes daily, or approximately 400 lbs. Other X-models will make 5,440 to 14,720 cubes every 24 hours.

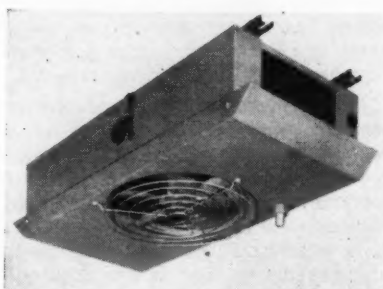
Cubes turned out by X-models are designed to fit all types of glasses. They also meet hospital requirements and fit ice packs, thermos bottles, etc. Cubes made by the Ice-Flo method neither mat nor stick together.

The X-10 has the cabinet top, control panel and storage bin finished in stainless steel. Sides and front are Bonderized and painted. Dimensions are as follows: height 50 in.; width 60 in.; over-all depth 39 in.

Machine is equipped with a 1-hp.,

hermetic, water-cooled compressor, available in 230 volts single phase a.c. All refrigeration components are of standard manufacture and there are no moving parts in the evaporator. "Freon-12" is the refrigerant.

New Blower Unit Has Two-Way Discharge



CHICAGO—"Strat-E-Fex, Jr.," a completely new unit designed specifically for back bar and bottle box applications, has been announced by Hugh D. Smart of Refrigeration Appliances, Inc. here.

It is a ceiling mount unit, drawing air through a bottom grille and discharging it over coils placed at both ends of the unit. This unit is especially compact, being only 6¼ in. high by 12½ in. wide, to permit maximum storage space for bottles.

Because of the two way air discharge a single unit can cool effectively an extremely long back bar, it is claimed. It is available in two sizes with adequate capacity for the vast majority of back bar applications.

A special bulletin has been prepared with specifications, shipping, and capacity data of Strat-E-Fex Jr.

Frozen Food Cabinet Is 'Rubber Tired'

ATLANTA—A 4.2-cu. ft. frozen food merchandising cabinet, mounted on four rubber tired, swivel type ball bearing casters so that it can be moved from place to place, has been introduced by the L. C. Warren Jr. Co., Inc., 922 Memorial Drive S. E.

Called the LC-4, the cabinet features an Arm-R-Bak plate glass mirror with ground and polished edges installed on the inside of the lid and two glass side panels for use when the lid is open.

On the rear side of the cabinet is a bracket designed to hold the glass side panels while the lid is closed. "This feature alone is capable of lowering operating cost by one fourth," company officials point out.

Interior dimensions are 22 in. long, 18 in. wide, and 19 in. deep, with the load line 15 in. up from the bottom. The interior is said to have sufficient capacity for 128 standard size frozen food packages below the load line. Five square feet of floor space is required.

The cabinet has a metal liner with continuous copper tubing coil soldered to the outer surface. There is 4 in. of insulation in the bottom, 3½ in. in the walls, and 3 in. in the top. Exterior liner is of heavy metal finished in white baked enamel.

A soft rubber one-piece frostshield is placed around the entire lip of the cabinet. A gray rubber double balloon type gasket rings the lids.

The freezer is powered by a Copeland ¼-hp. condensing unit using "Freon-12" as the refrigerant. The pressure control has six marked adjustments.



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FRIGIDAIRE SEALED IN UNITS
YOU CAN NOW MAKE A PROFIT ON
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NEW
FACTORY AUTHORIZED FRIGIDAIRE
CHICAGO ZONE REPAIR SHOP.

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the 100% answer to moisture problems"

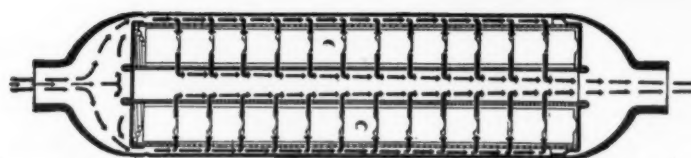
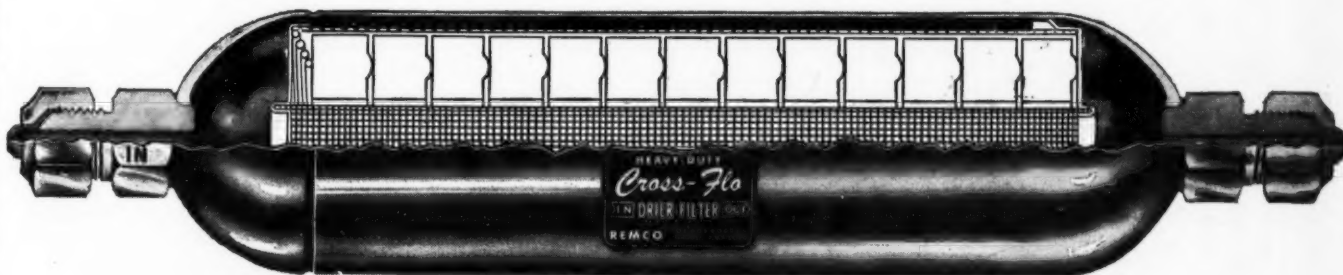


Diagram shows cross-section flow . . . note how jointless copper body with SPUN ENDS provides the ideal design for integral sweat-end connections.

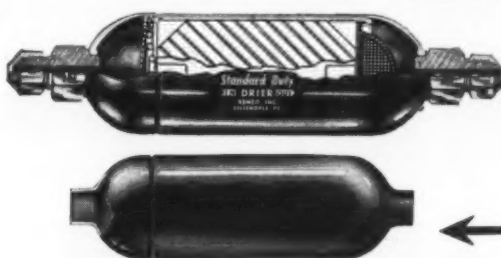
Cross-Flo capacities: 1, 2, 3, & 5 tons.

Connections: ¼" thru ¾" SAE; ⅝" thru ⅞" O. D. SWT.

In this more efficient "Cross-Flo" the refrigerant flows across and between the self-spacing Molded Du-Cal discs which remove and retain up to 20% of their weight in moisture even at refrigerant temperatures up to 150°F. without breaking down, powdering, dusting, or allowing any pressure drop. Ideal for Hot Liquid Line application.

Also available with SILICA GEL—for use in low-side, suction line or other cold location.

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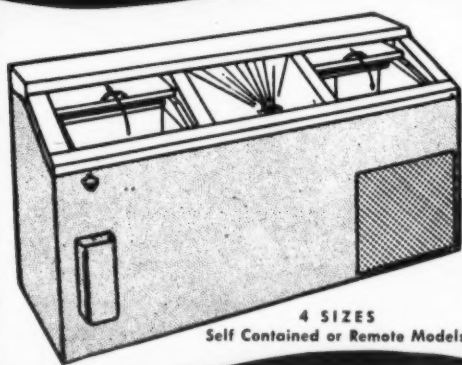


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Koch Names Schmidt To Engineering Post

NORTH KANSAS CITY, Mo.—Koch Refrigerators, a division of Koch Butchers' Supply Co., has announced the appointment of Walter Schmidt as refrigeration engineer.

Most recently, Schmidt has been assistant manager of Anheuser-Busch's ice cream cabinet plant in St. Louis, where he has been in charge of design and manufacturing methods.

He has held executive posts with the Deepfreeze Div. of Motor Products Corp., and spent about six years with the General Electric Co. His work with G-E involved air conditioning and refrigeration, and designing pumps and turbines.

Schmidt is a mechanical engineering graduate of New York university, and was a member of Tau Beta Pi, honorary engineering fraternity.

With Koch, he will be responsible for the design of refrigeration systems, laboratory testing, and specifications.

Army Shows Specialized Refrigeration Equipment

Stationary, Mobile Ice Cream Freezers and Van Included

LONG ISLAND CITY, N.Y.—What the U. S. Army has in the way of special refrigeration equipment was displayed for the general public and members of the army's organized reserves here recently by a regular army quartermaster corps demonstration company from Camp Lee, Va.

An ice cream freezer, two low temperature storage cabinets, and a refrigerated-truck trailer were open for inspection during the five-day demonstration. All of the units were cloaked in the anonymity of army olive-green but gave the appearance of ruggedness that is required of all military equipment.

Lt. Edward McCue, refrigeration officer for the demonstration unit, explained that this equipment is not standard for any particular military unit, but is available to any large military establishment.

The ice cream freezer is intended for use in PX's, in rest areas, and other large cantonments. It has a 2½-gal. mixer head and a storage capacity of 40 gals. of ice cream.

One of the freezers was intended for stationary installations and the other for mobile use. The latter could be loaded onto a truck during a movement and used to provide refrigeration in transit, Lt. McCue noted. Both of the freezers were of 26 cu. ft. capacity and had their condensing units mounted in the center and on the top of the cabinet. All units were powered by gasoline engines but could be powered by electricity when available.

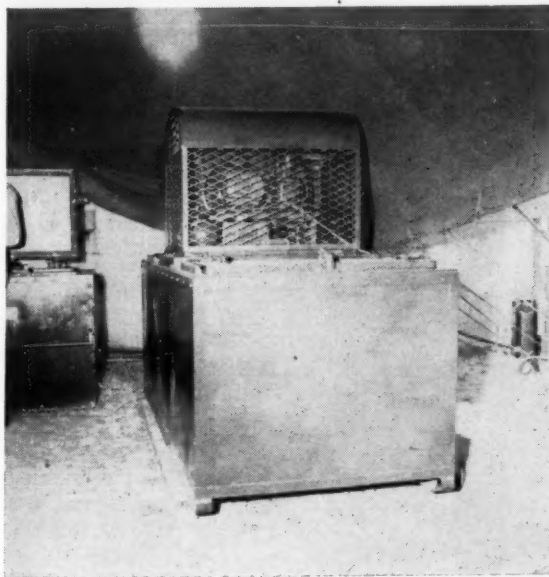
The refrigerated van was of 7½-ton size and had a loaded capacity of 470 cu. ft. It was refrigerated by a 5-ton, gasoline-driven unit mounted in the forepart of the trailer. It was capable of bringing a load down to -21.7° F.

The army method of loading the van was also exhibited. According to army practice, the food containers are stacked in checkerboard fashion so that air can circulate around each one. In addition, they are prevented from being stacked close to the sides and bottom of the truck by duckboards, which provide more free air circulation.

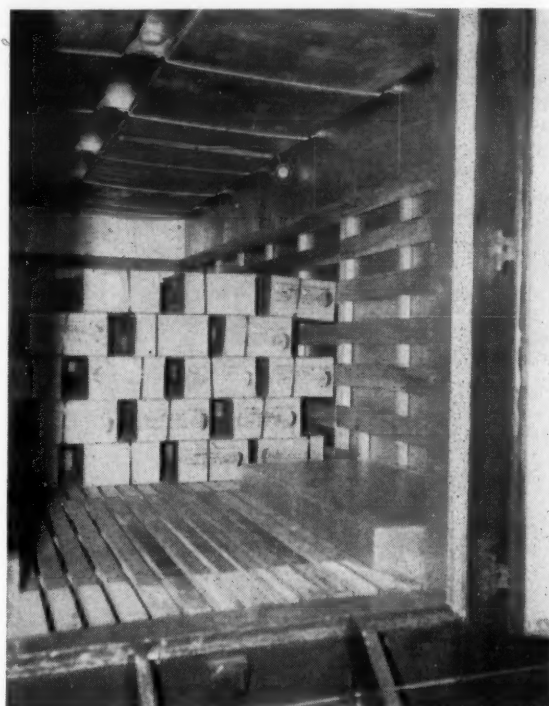
Loads are stacked only to a height of 5 ft. when the van is stationary and to 4 ft. when it is in transit, the officer said. A 6¼-ton tractor is used to haul the refrigerated van. The drivers are cautioned to stay off particularly bad roads so as not to harm the mechanical equipment.

Lt. McCue explained that a refrigeration company has 30 of these vans and tractors, manned by four officers and 99 enlisted men. A company, he said, is normally assigned to support an army and has the capacity to supply 150,000 men with 2 lbs. of food per man per day.

Besides food, the equipment can also be used for the transportation of hospital medicines and bakery supplies that must be kept under refrigeration, he noted.



(Left) This 26-cu.-ft. freezer is designed for mobile use—to provide refrigeration while the army is on the move. The open-type condensing unit is mounted on top of the cabinet.



(Right) An interior view of the quartermaster's refrigerated van showing the army method of loading cartons of frozen foods. Regulations require that they be stacked no higher than shown when the trailer is on the road. Duckboards on the sides and bottom are for air circulation around the load.

Produce Spoilage Losses as High as 8% Reduced To Less Than 1% by Refrigerated Display Racks

WARSON WOODS, Mo.—Produce spoilage losses averaging anywhere from 7 to 8% in non-refrigerated display racks have been cut to less than ½ of 1% by the installation of a completely-refrigerated, 40-ft. display rack at the Food Center Supermarket in this St. Louis suburb.

Located several miles west of St. Louis, and a long distance away from refrigerated produce warehouses, the Warson Woods Food Center experienced heavy loss, in produce spoilage until the system was installed. Custom-built throughout, the 40 ft. of refrigerated display space, includes one 30-ft. section containing 20 divided units, on the rear wall, and a 10-ft. unit on the right wall.

Produce displayed in each compartment is refrigerated to 45° F. or cooler, by means of cold plates,

which form the bottom of the compartment, and by circulating cold air, passed over the tops of the produce display through louvered outlets on either side.

Two 3-hp. condensing units provide adequate refrigeration to keep the produce at 45° F. or less on the hottest days of the year.

All produce, as received by the Food Center Supermarket is first chilled down to proper temperature in a 16 by 12-ft. walk-in refrigerator at the rear of the "Vegetable garden" as the produce department is entitled.

Pre-refrigeration, it has been found, has a lot to do with eliminating spoilage in advance—and produce items which are quickly refrigerated on receipt, will last much longer on open displays.

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INDUSTRIAL & VARIABLE SPEED PULLEYS

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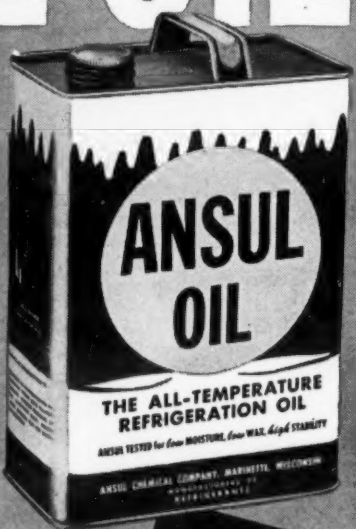
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ANSUL OIL is an ALL-Temperature Refrigeration Oil which conforms to the rigid wax-free specifications established by Research. It will not separate wax when mixed with a refrigerant (under specified conditions) and subjected to temperatures as low as SEVENTY DEGREES BELOW ZERO (Fahrenheit).

ANSUL OIL has been machine tested for lubrication and wax-free characteristics in both high and low temperature installations. It is absolutely uniform... maintains high stability and has a low oxidation rate. It has proved suitable for ALL refrigerating systems using any of the standard refrigerants. Ansul Research was first to recognize the problems resulting from low-temperature wax separation in oil-refrigerant mixtures. It realized the critical need for an oil which would not only lubricate and protect moving parts but would also eliminate the persistent troubles which were traced to wax-separation from oil-refrigerant mixtures.



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✓ LOW MOISTURE
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✓ HIGH STABILITY

ANSUL 150 OIL—The All-Temperature Refrigeration Oil—Is sold by leading refrigeration wholesalers everywhere. (If you require a higher viscosity oil ask for ANSUL 300.)

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60 MODELS and TRADITIONAL SHERER QUALITY—BUILD A BETTER DEALER BUSINESS

Sherer Model 2508M is another outstanding example of the design advantages that spell out E-X-T-R-A S-A-L-E-S and are found in all 60 Sherer models. Sherer keeps ahead by anticipating the needs of users and creating models to fit them most advantageously. Sherer Refrigerators are attractive to food market operators and display merchandise effectively to their customers... they build sales and attract new customers.

You'll find Sherer Refrigerators easier to sell because of their top performance record everywhere... a record that earns the title of "Leadership Line." You, too, can keep ahead with the Line that's more profitable to sell because it leads in styling, quality, economy... as well as in sales-building for the retailer.

SHERER-GILLET COMPANY Marshall, Michigan

MEAT DISPLAY CASES, REFRIGERATORS, SELF-SERVE CASES, WALK-IN COOLERS

WRITE FOR BULLETIN AND FRANCHISE INFORMATION

Service Contacts Prove Valuable Aid In Making Sales, Says Kalamazoo Dealer

By George M. Hanning

KALAMAZOO, Mich.—"I don't claim to be any salesman, but I have been selling as many as five or six refrigerators a week through my service contacts with customers," Ed Kirk, in charge of refrigerator sales and service for the Kalamazoo Washer & Appliance Co., related recently.

Kirk pointed out that as a serviceman he has the advantage over the house-to-house salesman. He has already gained access to the prospect's kitchen and earned her goodwill through good service before he even starts to sell.

While in the customer's home, it is an easy matter for Kirk to determine just what appliances the housewife needs and with a few judicious questions, the ones she is in the market to purchase.

If the customer has an old refrigerator, for instance, Kirk can point out to her the additional features that the new models (he sells Crosley and Coolerator brands) possess and the operational savings she would receive.

"When I sell a customer," he revealed, "I point out the good service that the housewife is getting from us and the hidden features on the new refrigerators that make them worth every penny she is paying for them."

"These features are ones that price cutters overlook and ones that show the housewife why the unit I am selling is worth the extra money she is paying for it."

Though Kirk believes that his firm is getting its share of a somewhat depressed market, he classes himself among the multitude of appliance dealers who are puzzled about how to battle price cutting.

"Price cutting is not good for the dealer who cuts the price and is likewise bad for those who don't," he commented. "I think that the ones who are cutting prices today are those who were out to skim the cream off the postwar market and are now resorting to sharp practices to make sales."

"What they are really doing is making it necessary to sell two refrigerators to make their normal profit on one. If all the dealers fell in line and cut prices, then it would be necessary to sell twice the market potential in order to make a normal profit."

"In other words, they would have to do two years business in one to

make the profit they would ordinarily make for one year. Then what are they going to live on next year?"

Though Kalamazoo Washer & Appliance Co. is a small firm, it has tried all forms of advertising, but finds that radio brings the fattest dividends.

Kirk said that the firm has two spots on the radio. One is just before the Detroit Tiger baseball game broadcasts and this is the best paying time.

"It is so expensive," Kirk declared, "that it can hardly be classified as a spot advertisement. Yet this is the one that draws in the customers. I have had several people come in and say they heard our announcement just before the ball game."

While Kirk handles the refrigeration end of the business, Henry Lorentz, owner of the firm, handles the washer sales and service. The firm is franchised with the Maytag line.

Chase Supply Co. Opens North Chicago Branch

CHICAGO—Opening of a north Chicago branch store with Dick Swanson as manager has been announced by Chase Supply Co. here.

The company, which is now celebrating its 20th year, said establishment of the new branch, located at 3900 North Western Ave., will facilitate over-counter pick-ups to contractors in the area.

Swanson, a partner in the parent organization, had been in charge of over-counter sales in the main office at 546 West 119th St., South, until recently.

Chase also announced that the 20th anniversary edition of its refrigeration, air conditioning, and heating supply catalog will be distributed to recognized contractors.

W.W. Pyeatt Rejoins BS&B

NEW ORLEANS—W. W. (Woody) Pyeatt has rejoined Black, Sivals & Bryson, Inc., and will direct the company's New Orleans sales office.

Until about a year ago, Pyeatt was connected with BS&B's engineering department at Oklahoma City before engineering operations were centralized in Kansas City.

NARDA Trade-In Guide To Include Gas Range Data

MADISON, Wis.—The 1950 official NARDA Trade-In Guide, to be printed early in September, will include trade-in information for five major appliances, the NARDA Guide Co., publishers, has announced. Besides refrigerators, electric ranges, washers, and vacuum cleaners, a new section on gas ranges has been added.

The pocket-size book of nearly 200 pages has a stiff plastic cover and is spiral-bound. The listings in the five sections total approximately 5,500 models. This is the third year of publication, and the guide has been carefully prepared to help dealers handle trade-ins fairly and profitably, the company said.

The guide is furnished to all members of NARDA—National Appliance and Radio Dealers Association—and is available at \$5 per copy (with discounts for quantity orders) from the NARDA Guide Co., 20 N. Carroll St., Madison 3.

ACP Circular Explains Various Grades of Flosol

AMBLER, Pa.—Various grades of Flosol soldering fluxes, their characteristics, and applications are discussed in a new technical service data sheet made available by the American Chemical Paint Co.

Of three liquid Flosols, No. 1 is described as a self-cleaning flux ideal for use on automatic bodies and other sheet-metal parts; No. 2 does not contain free acid so it does not remove scale or rust, while No. 3 is a combined cleaner and flux containing about half as much free acid as No. 1, and is intended for soldering lead,terne plate or copper and copper alloys that are badly corroded, the company says.

Flosol cream and paste are intended for soldering operations requiring a viscous flux. The cream is a greaseless flux for soldering clean metals, while the paste has a petrolatum base that will clean surfaces lightly rusted, explains the manufacturer.

Alexandria, La. Firm Opens

ALEXANDRIA, La.—Air conditioning-Appliance Corp., an engineering, sales, and service firm, has opened for business in its new location at 1304 Washington St. The company is a Carrier dealer.

It's In The Bank!

Civil War 'Veteran' Goes Modern with Air Cooling

CHARLESTON, S. C.—The historic, 115-year old South Carolina National Bank of Charleston, one of the few that survived the war between the states, was air conditioned recently.

Installation of a 30-ton Marlo evaporative condenser and two floor-type units was made by the Quattlebaum Electric Co., a local firm.

The historic building was originally built in 1816 for the Second Bank of the United States that flourished during the terms of presidents James Madison and James Monroe. The Bank of Charleston bought the building in 1834 and has occupied it ever since.

New Generator In Omaha, Neb. Ends Threat to Air Cooling

OMAHA, Neb.—Local users of air conditioning equipment are "out of the woods forever," declares Fay E. Smith, executive manager of the Omaha Public Power District, who explained that the OPD's new turbo-generator will start producing early in August.

He said the new generator will relieve air conditioning systems and other large users of electric power from the hovering threat of power rationing during peak periods.

The Omaha district, like the rest of Nebraska's electric utilities, has had a touch-and-go period of supplying power since World War II.

Plant Improvement Plan Prevents Unemployment

PHILADELPHIA—Had it not been for an unusual plan conceived by American Pulley Co. here, 40 of the concern's 250 employees would have been starting their first day of unemployment one recent morning.

Instead, they began to clean and repaint machinery in a plant-wide improvement program. The program, developed when declining sales made the dismissal of veteran employees seem imperative, was made part of the union contract in place of a wage increase.

The United Electrical Workers (CIO) accepted the program after company officials pointed out that their products would be priced off the market if wages were raised and that this in turn could result only in additional lay-offs. Since last fall, the company has laid off 150.

Cutler-Hammer Appoints Eastern Representative

MILWAUKEE — Cutler-Hammer, Inc., has announced the appointment of George I. Boone & Son, 1775 Broadway, New York City, as eastern refrigeration sales representative.

The appointment, the company said, provides additional facilities for handling expanded sales activities in the New York, Boston, and Philadelphia areas.

George I. Boone has been active in the American Society of Refrigeration Engineers, and at present is director in the national society.



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Profits In Ice Cream

Surveys Provide Ammunition for Those Selling a Program of Ice Cream Merchandizing To Drug and Grocery Stores

LOS ANGELES—A summarization of the tremendous sales and profit possibilities of ice cream merchandizing for the drugstore and the grocery store has been made in a brochure issued by the Carnation Co.

Replete with facts and figures, the printed piece compares ice cream sales and profits at the fountain and in the carry home cabinets in grocery and drugstores, as compared with other merchandise. Gross margin, turnover, and profit comparisons are made, in figures collected from highly respected independent surveys (not made by the Carnation Co.).

The brochure issued by Carnation is known as "Part II. Ice Cream Sales and Profit Possibilities for Dealers," in the series "Selling Ice Cream Profitably." Copies might possibly be obtained by addressing The Carnation Co., 5045 Wilshire Blvd. here.

The information is presented in two sections, one on drugstore handling of ice cream, and the other on grocery stores. Says some of the information on drugstores:

"Did you know that the chain drugstores have made periodic surveys since 1929 which show that for every \$1.00 the fountain brings in, the store volume in other departments increases \$.93? This is extra business—both at the fountain and in the other departments. Wartime operating experience showed many that

store sales in departments other than fountain dropped around 35% when the fountain department was closed.

"As for increasing sales 60%, look at these 1946 figures for all U. S. Drugstores:

Line 1—Average sales drugstores with fountains	\$76,500
Line 2—Average Fountain sales	18,500
Line 3—Average Sales for Other departments in drugstores with fountains	58,000
Line 4—Average sales for other departments in drugstores not having fountains	47,700
Line 5—Increase in sales in other departments because of fountain's traffic pulling power	10,300
If you add Line 2	18,500
and Line 5	10,300

You get increase in sales

60% over Line 4 \$28,800

"Some explanation of this remarkable 60% ice cream contribution to drugstore sales may be found in the drawing power of the fountain, both as the primary drugstore foot traffic builder (43% of the remaining customers). A total of 65% of all drugstore customers at the fountain!

Why It's Profitable

"Whenever you have a department like the fountain which contributes

17.4% to 26.1% of gross store sales, having at the same time the largest chunk of spread (combination of markup—or gross margin—and turnover), you have a potentially profitable department. Ice cream at the fountain is just that. Return per dollar invested in inventory at the soda fountain is well above averages for drug or food stores—because of longer gross margin and more rapid turnover of stocks.

"In 1946, an Owens-Illinois consumer panel of housewives, answering the question: 'Do you prefer to shop for all needs, groceries, fresh fruits, meat, beverages, and household products in the same store?' showed that 77.1% said 'Yes.' Couple this preference for buying all needs at one store with the grocery store average gross margin of 26.4% on ice cream and compare it to an average of 33 to 43% gross margin for packaged ice cream in drugstores. How long, then, will drugstores continue to sell the largest volume of packaged and handpacked ice cream as shown in the following table:

Where Ice Cream Is Bought

(Per cent ice cream purchased by type of store from Owens-Illinois consumer panel of housewives.)

Large Super Market	3.6%
Neighborhood Grocery	22.5
Department Store	0.3
Drugstores	55.8

Turnover by Drug Department

SOURCES

Department	Drug Topics	American Druggist	Chain Store Age	Lilly Digest	Carnation's Guess for an Average Figure
FOUNTAIN	50 Plus	..	65	..	52
Tocacco	14	..	21	36	21
Candy	9	4.4-6.6	24	..	9
Prescriptions	3.3	3.9-4.4	7	7	5
Sundries	3	4	4
Over-all	4	4

Gross Margin by Drugstore Department

SOURCES

Department	Drug Topics	American Druggist	Chain Store Age	Lilly Digest	Carnation's Guess for an Average Figure
Prescription	52.4%	35.7%	..	54%	52%
FOUNTAIN	45.9	40-50	46.44%	..	46
Sundries	40	33-40	37.10	41	40
Candy	33	33	34.62	..	33
Tobacco, etc.	9	18-32	14.58	18	18
Over-all	32.3	32

Return Per Dollar Invested Is Analyzed

	Annual Inventory Turnover	Average Gross Margin	Return Per Dollar Invested
Drugstores	3.5-6	30-34	\$ 1.19-\$ 1.80
Food Stores	12-20	16-22	2.64- 3.20
Ice Cream	35-60	30-50	10.50- 30.00

5¢ and \$1.00 Stores 0.4

Dairy Store 22.8 |

"The sales building suggestion here is for drugstore operators to consider shorter gross margin on packaged ice cream in order to increase sales volume and find more dollars of net profit in the cash register.

"An eastern ice cream manufacturer sold a group of ice cream dealers on reducing gross margin on packaged ice cream from 43% to 33%. Sales doubled. The retailers realized a 20% increase in ice cream profits from doubled sales.

"Druggists with fountains should not let the 'take-home' ice cream business slip away to outlets which take lower gross margin. Large markets, for instance, regularly operate the over-all store on a 15 to 18% margin. Ice cream at 26.4% gross margin is a long margin item to them. You require some more margin because of your higher cost of fixtures, lower rate of turnover, longer operating hours, more service, etc.

"Carnation's suggestion is to check your packaged ice cream gross margin against your direct operating costs for the ice cream and trade greater sales volume with more profits for a larger gross margin on fewer sales.

Separate 'Take Home' Section

"A second carry out ice cream building suggestion is to consider separating your 'take-home' ice cream cabinet from the fountain department. By creating a new department, you have a 'second' display to impress the customer.

"Perhaps the greatest advantage is that self-service 'take-home' ice cream cabinet labor costs are nil compared to 25% at the fountain; therefore a much lower gross margin is possible. A number of east coast dealer organizations are following this plan with marked success. Here, fountain managers do not object to lower gross margin for 'take-home' ice cream because it doesn't reflect against their fountain operation."

The Carnation bulletin offered the following excerpt from a druggist journal on the danger of "drug-

store's getting back to drugs." This article contains a great deal of clear reasoning and comprehension and should give the prudent druggist something to think about.

'Prescriptions Only' Fallacy

"Every day another druggist swears that it's time to go back to selling drugs and drugs only. It's a good thought but not very practical. Agitators for the return of drugstores to professional business exclusively are not giving us the whole story, and those men who are sick and tired of this department and that department are not analyzing very closely.

"The prescription department is the life-line of the drugstore unquestionably. Without a professional department, the drugstore is just another general merchandise store. A return to professional business and lines is intelligent, but that doesn't make it necessary to throw out everything else that for a good many years has been integrated with a drugstore. More professional effort to work with doctors and customers is creditable, and the prescription department should be the featured department.

"The man who talks of eliminating the soda fountain is motivated by two things. Either he is a truly professional man who can run a professional business and make a living out of it, or he is a fellow who has run into trouble getting help, supplies and satisfied customers. These are unusual times and the problems of fountain management were never tougher.

"Before throwing out any department of a store, though, its owner should go back to normal or sub-normal days, as we will have again, and find out what a department was capable of doing for the whole operation. The soda fountain will probably be too important to eliminate on that basis. If it wasn't a vital department in the past, it ought to be eliminated to make room for the kind of fountain operations in a community which are successful. There are ways to overcome the

(Concluded on next page)

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C. SCHMIDT CO. **THESCO** **CINCINNATI 14, OHIO**

What Package Ice Cream Sales Can Mean To Drug and Grocery Store Profits

(Concluded from preceding page)
problems of this moment—eliminating the department isn't the way.

Analysis for the Druggist

"Before you start getting back to drugs only, re-discover what drugs only amounted to for you in 1930, 1932, or 1936. There hasn't been the volume in drugs that there is now, and those feeder departments to the drug department will some day prove their value again.

"It's another case of thinking before leaping.

"If all 1945 U. S. prescription sales amounting to \$502,750,000 were divided by the 66,997 drugstores where these sales were made, the average annual sales per store was \$7,504. Any druggist knows that you can't operate a complete store on sales of \$7,504 annually. This means that such a large number of drugstores couldn't exist without non-professional activities such as ice cream and the fountain department.

"The *Lilly Digest* analyzed the 1947 operating statements of 102 identical drugstores to find that about 80% of sales were contributed by non-professional activities.

Average income per store from prescriptions \$12,687 20.9%
Other sales per store 48,066 79.1%
\$60,753 100%

"In summary, the evidence indicates that ice cream along with other non-professional activities is a prerequisite for profitable drugstore operation."

Ice Cream In Grocery Field

In the grocery store field, Carnation says ice cream is the fastest growing grocery department.

"More than two thirds of the leading independent grocers now handle ice cream compared with only 22% in 1938. Merchants call it a new staple item that brings both volume and profit.

"Ice cream contributes 5 times as much of the grocer's gross margin as floor space it requires. This is borne out by the illustration of a typical store.

"The 30 by 70-ft. grocery store

has an 8-hole ice cream cabinet, taking up 13 sq. ft. of floor space. If the grocer charges another 17 ft. of aisle space to the ice cream department, he has 30 sq. ft. or 1/50th of his floor area charged to ice cream.

On a Floor Space Basis

"Now if 2,000 gallons of ice cream are sold annually for 28 cents per pint, his gross dollar sales for ice cream would be \$4,480. If every 1/50th of the floor space contributed a like amount to sales, this grocer's volume would be \$4,480 x 70, or \$313,600 annually!

"Total gross profit for five big chains on their fruit and vegetable produce departments averages \$645 per month while \$573 is the gross on ice cream for the same markets. This return on ice cream is greater than gross profit return per store per month on coffee (\$28), bread (\$64), potatoes (\$75), fruits (\$128), fresh fruits (\$172), all groceries (\$220), and vegetables (\$270).

"For the grocer as for the druggist, ice cream is a profit maker because it contributes both margin and turnover of stocks. The above table (Comparison of Markup and Turnover) presents markup and turnover by major grocery departments, both by independent food stores and by food chains.

"Ice cream fares well in this comparison. It yields the longest markup for the grocer and compares favorably with bakery, produce, and meat departments, all known for their rapid stock turnover.

"Not only is ice cream a relatively inexpensive dessert nowadays as well as low in calories for desserts, but ice cream has a sales potential second to none. Proof is offered in figures for 1947 on what the U. S. public spent for desserts in combo-grocery stores:

Dollar Sales	Food and Dessert	% of These Desserts Sold Through Groceries Compared to Total U. S. Dessert Sales in All Kinds of Stores
\$ 95,000,000	Ice Cream	11.41%
291,924,000	Cakes & Pastries	45.88
36,568,000	Pies	21.61
441,694,000	Canned Fruits	81.06
865,186,000		

"As far as ice cream sales through

combo-grocery stores are concerned, they constitute only 10.9% of dessert sales presented above. Only one customer out of 10, saleswise took ice cream home for dessert! Hasn't it therefore a magnificent sales potential?

Ice Cream Growth In Food Stores

"Here are some of the highlights on ice cream expansion through food stores from a 1947 survey of hundreds of independents in nine states:

"1. Of stores handling ice cream, 81% report sales in 1947 were higher than 1946. Yet, in spite of this success, food stores have only begun to tap this more than 600 million-gallon-a-year market, which means a consumption of 35 pints per person. In 1940 less than 12% of the nation's ice cream sales went through food stores.

"Today, with nearly three times as many food stores handling ice cream, and with the benefit of display equipment that sells more per store, it is a fair assumption that the food store's share of total sales has more than doubled its 1940 rate. The market is enormous, and in the immediate future, food merchants can and should get a larger share of this profitable business, and at the same time be a strong factor in increasing the per capita consumption of ice cream.

"2. Dollar sales of ice cream, according to retailer's own records or estimates, ranged from 1.5% to 7.5% of total store sales during 1947. Stores participating in the survey averaged \$150,000 a year in total. Ice cream has become one of the top 10 lines in these stores. Mer-

Comparison of Markup and Turnover for Independent Food Stores and Food Chains by Grocery Departments

Department	Markup		Annual Turnover	
	Ind. Food Stores	Food Chains	Ind. Food Stores	Food Chains
Ice Cream	26.4	20.5	52	52
Bakery	21	20	300	100+
Produce	24	22	100+	100+
Meat	16	15	70	70
Canned Fruits	22	20	16	13
Canned Vegetables	22	20	16	13
Cereals	12	11	16	13

chants stress the necessity of selling a good brand of ice cream. Uniformly high quality, though not necessarily a premium brand, dealers report, is the real foundation of continued high sales in ice cream.

"3. Seasonally, 68% of annual sales are made in warm weather months.

Margins In Ice Cream

"4. What according to retailers surveyed, is the average margin in ice cream? Although margins vary between different parts of the country and according to brand, the average as reported in this study was 26.4%, based on retail value. With over-all store margins now running between 15% and 18%, every dollar sale in ice cream is worth considerably more in terms of profit than a dollar sale of goods at average margin.

"5. Food merchants say addition of ice cream, increased case sales 69%.

"6. Store operators who commented on location of ice cream display voted for a position, if possible, near the checkout. One merchant, who has

recently installed a cabinet on wheels, reports excellent sales results when he moved his case into the checkout zone.

"7. When ice cream is handled and merchandised properly, says a Texas merchant, it does a wonderful selling job for related items. He is particularly impressed with the way that ice cream promotes the sales of all kinds of cakes and pastries, as well as frozen and fresh fruits, ice cream sauces and toppings."

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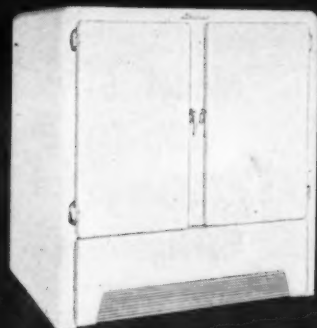
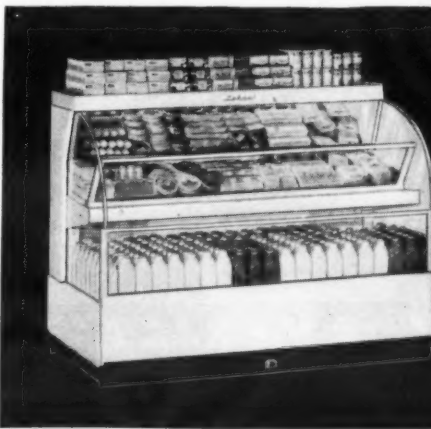
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A Humdinger of an Idea

Commercial Equipment Loaded on Trailer, Peddled In Country Doesn't Come Back

By George M. Hanning

KALAMAZOO, Mich.—“We’ve just tried this idea for about a week, but if it continues the way it started out, it is going to be a humdinger.”

That was the enthusiastic opinion of E. L. Ihrig, business manager of Tony's Refrigeration at 322 E. Michigan Ave. here. The idea he is talking about is not exactly new, but it embodies an additional twist that is really selling commercial refrigeration equipment for the firm.

“Just a short time ago,” Ihrig explained, “we had a trailer built especially for us that could be attached to any of our trucks or salesmen's cars. So last week (early July), we loaded her up with a couple of bottle coolers and a freezer and sent two salesmen out into the country with it.

“When they came back that night, the trailer was empty. They had sold all the equipment right off the trailer.

Sell Everything Off Trailer

“We have sent the trailer out four times so far and have never brought a piece of equipment back yet. Of course, I don't expect to sell everything every day, but the idea is sure a sales producer.

“On one of the trips we loaded an old used meat case that had been sitting around the showroom for two months. It didn't come back.”

Ihrig likened the idea to visual education in schools. When the prospect can be shown exactly what the salesman is talking about, he is much easier to convince and turn into a customer.

Ihrig pointed out that the trailer is being sent out to rural customers who would have to make a special trip into town to see a case or freezer they wanted. Being busy, they might put off the trip for weeks. So sending the merchandise to them is a real convenience.

Like Visual Education

Besides, Ihrig explained, when a meat case, for instance, is taken right to the store of a rural merchant, the merchant can see for himself just how that case would fit into his store. He might not have been

able to visualize just where he would put it or would argue that it would take too much valuable space.

With the equipment right there, he has no trouble seeing exactly how it will improve the appearance and efficiency of his store. Additional assurance is gained by the fact that he knows that the particular case he is seeing is the very one he is going to get.

This is an important factor in the sale of used equipment, Ihrig pointed out. The prospect, from just hearing a sales talk, never feels sure that the case will live up to the salesman's description. So when he can see it right at his own store, his fears are brushed away.

Ihrig said that the salesmen, when they make a sale, can either call back to the office to have a serviceman come out and install the unit, or they can hire labor right on the spot to put it in.

When two go out together, which has been the case so far, they split the commission on these sales.

Tony's, owned by Tony Lorentz, who, at 325 lbs. considers himself one of the biggest men in the industry, has five full time salesmen who are kept on their toes by a continuous series of sales contests, Ihrig said.

A thermometer chart that shows the comparative records of each salesman is hung in the office where all can see it.

Where Do I Stand, Boss?

“Surprisingly,” Ihrig noted, “the men are much more concerned about their position on this chart than they are about the prizes offered each month. They are always after me to get their latest sales recorded on the chart.”

The monthly sales contests, in which the salesmen vie for clothing or cash prizes (the prizes for May and June were \$100 in cash) are scored on the volume sold over an established minimum. Each month the company sets down what it considers to be the minimum sales volume per man to be reached that

month. The salesman who gets the highest over the minimum gets the prize. If no one reaches the minimum, then no prize is awarded.

Tony Lorentz started up in the refrigeration business 13 years ago as a serviceman. He gradually built up a reputation as a service expert, which paid off during the war years when service was at a premium.

During the lean “allocation” days, he bought refrigeration equipment to sell wherever he could get it. But about 2½ years ago he was given a York franchise and has handled that firm's merchandise ever since.

Tony's has made ammonia refrigeration one of its specialties and claims to be the only large firm handling this type equipment between Chicago and Detroit.

The firm concentrates on installations of 3-ton capacity and up, with many of its customers being among the locker plants, fisheries, and dairies in the southwestern part of the state.

Biggest Outstate Service Outfit

Tony's also boasts of having the largest service organization in the state outside of Detroit. This consists of 10 servicemen, a service manager, and a stock room man. The firm also employs a mechanical engineer.

Ihrig pointed out that the firm experienced its greatest growth in the years following the war. When he joined the firm three years ago, there were only four servicemen and no salesmen.

“Business pyramided during these three years,” he said, “and the company is now experiencing a levelling off for the first time. Personally I think this levelling off is a good thing. It is dangerous for a business to continue to grow so fast.

“The levelling off will give us an opportunity to take stock of ourselves and prepare solid ground for future balanced growth.”

A popular sales item right now is the automatic ice maker, Ihrig pointed out. These have been installed in dairies, fisheries, hotels, and cafeterias.

Ihrig expressed the belief that the units being manufactured today are too large. He feels that the restaurant and hotel market will expand a great deal when smaller units are brought out.

Stores Ice In Tile Bin

He cited one rather unusual installation of an automatic ice maker that Tony's made for the Lansing Dairy at Lansing, Mich. Here a special tile bin was constructed and equipped with stainless steel doors. The bin was designed to hold 8 tons of ice. The ice maker, a York DER-25, which is capable of making 4 tons of ice daily, was mounted on a reinforced concrete platform above the bin so that it feeds ice right into the bin.

Doors are located on three sides of the bin so that three trucks could load ice at the same time.

Another popular and profitable sales item for the firm has been copper tubing and fittings, not particularly for refrigeration, but for oil burners and other such items.

A sign on Tony's front display window advertises “Copper tubing and fittings. All sizes. We cut and flare.”

Copper Tubing Is Money Maker

Ihrig related that the company fell into this trade more or less by

accident. A while back, Tony had an opportunity to buy up a stock of copper tubing at a very good price. The tubing was not dehydrated, but was alright for use in oil burners.

He bought the tubing and put a large advertisement in the newspaper offering it for sale at a reasonable but profitable price. The response was overwhelming. He sold out this stock in a hurry and had to purchase more to fill the demand.

So he continued to carry it and other fittings for sale out of his stockroom and has been doing a nice business ever since. Ihrig noted that Tony was not competing in any way with the local refrigeration supplies wholesaler. He carries items not stocked by the wholesaler and sells to the trade only when the wholesale house is not open.

The value of this trade, Ihrig asserted, goes beyond the profit made off the items sold. The word of mouth advertising, “If you can't find it anywhere else, try Tony's” has drawn many prospective customers for refrigeration equipment to the store that would never have come otherwise.

Tony's has not been too active in the air conditioning market, though the firm does sell the York line. One promotion that has proved fairly successful this summer has been to install a free demonstrator unit in the office of the manager of prominent office buildings and invite the tenants in for a demonstration.

Bidak Named Cabinet Engineer by Coolerator

DULUTH, Minn.—R. E. (Dixie) Deaux, chief engineer for The Coolerator Co. has announced the appointment of John Bidak as Coolerator cabinet engineer.

A mechanical engineering graduate of Indiana Tech., Bidak continued his studies at the Chrysler Institute of Technology where he received his master's degree in automotive engineering.

For the past seven years, he has been associated with the Chrysler Corp. As chief engineer for Cycleweld division, he was responsible for the design and installation of commercial refrigeration. He was also a member of the teaching staff of the Detroit School of Applied Science.

Mueller Brass Co. Reports \$487,173 Loss for 6 Mos.

PORT HURON, Mich.—For the six months to May 31, Mueller Brass Co. has reported a net loss of \$487,173, compared with a net profit for the like 1948 period of \$960,913, or \$1.81 a share, after all charges, including \$150,000 inventory reserve.

For the quarter to May 31, the company reported a net loss of \$703,417, against a net profit of \$383,225, or 72 cents a share, for the like 1948 period.

The net loss is after \$1,295,404 write-down of inventories of metals less refundable Federal taxes of \$298,590 in the six months and \$431,127 in the May quarter through carryback of loss.

F. L. Riggan, president, said that during the May quarter, the market price of copper declined about 25% and that of zinc approximately 37%.

“In anticipation of such decline in prices of metals,” he noted, “the company had appropriated amounts aggregating \$1,165,000 from earnings of the fiscal years 1947 and 1948 for a reserve to care for losses resulting therefrom.”

He said the amount transferred from the reserve during the quarter was \$802,925, leaving a balance in the reserve of \$362,075. A further write-down of the company's metal inventories will be necessitated by a further decline in metal prices in June, he added.

Riggan reported that the company is proceeding with the construction of its new power plant.

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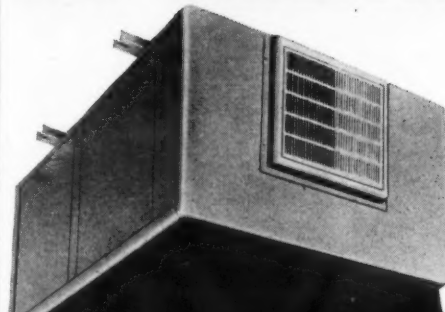
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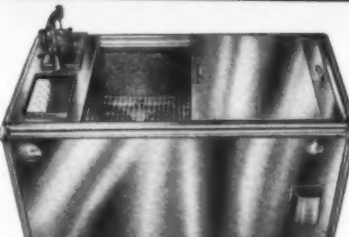
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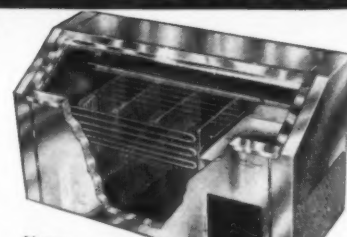
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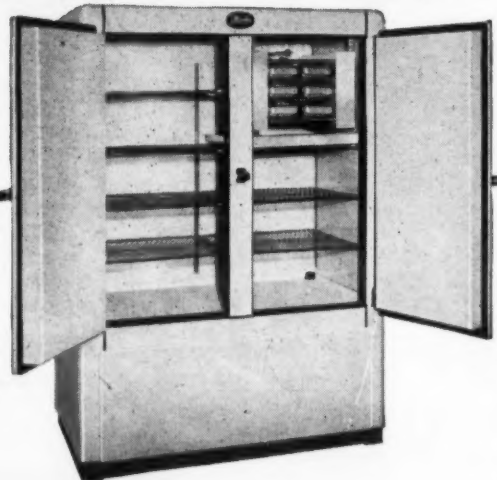
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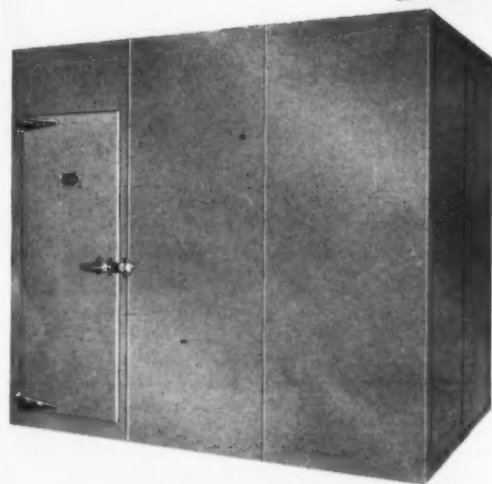
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N.Y. Skyscraper Gets Biggest Conduit Type Air Cooling System

NEW YORK CITY—The 42-story skyscraper now rising at 1407 Broadway, in New York's Times Square district, will be completely air conditioned by the Carrier conduit Weathermaster system, the largest such installation in the world, Cloud Wampler, president of Carrier Corp., announced recently.

Four of the skyscrapers now under construction in a comparatively small area in mid-town Manhattan will use this Weathermaster system, which gives individual occupants complete control over their own indoor weather, Wampler said.

Contracts were signed earlier this year for similar installations in the 39-story Secretariat building of the United Nations, the 39-story office building at 100 Park Ave., and the 25-story Mutual Life Insurance Co. building at 55th and Broadway.

At 1407 Broadway, space savings through the concentration of air handling equipment and through the use of small steel conduits rather than large ductwork for moving conditioned air will amount to some 57,000 sq. ft. of rentable space, Wampler declared.

"Actually if conventional ductwork had been used, 1407 Broadway would have been a 40-story rather than a 42-story building had the owners decided to hold it to the same height as is now planned," he asserted.

More than six miles of small conduit will be used to carry conditioned air at high velocity to all outside rooms. Also, the installation will be unique in its handling of the interior zones. Conduits will be used to bring air up to the interior zones and ductwork will be used only for the horizontal movement of air in comparatively small areas on the different floors, he explained.

The conduits will be paralleled by small pipes carrying chilled water in summer and hot water in winter. Both air conduits and water pipes run into individual Weathermaster



Readers who have any questions regarding the application of air conditioning are invited to write to Mr. LaSalvia, the author of this series, who will be pleased to furnish a complete and detailed answer free of charge. This is another of the services provided by the NEWS.

Economics

THE NEED

Air conditioning up to the present time has had only the slightest introduction into the lives of human beings. It is not as yet established as a necessity for human beings in the summertime, as heating has been in the wintertime.

The chief reason is that the average person believes that the cost of owning "comfort cooling" is out of his reach and also that it is a luxury.

It is obvious that the lack of general acceptance of air conditioning is due to the recent development and introduction of "comfort cooling."

It is then necessary to create the "need" of air conditioning, and this can be accomplished by promoting the benefits which can be derived from it.

The accompanying list shows some of the benefits which air conditioning will provide for various establishments.

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COST AND MAINTENANCE

It should be the duty of every air conditioning engineer, to have a knowledge of the cost and maintenance of air conditioning systems.

Many times he is called upon to substantiate the use of air conditioning before it is actually designed and installed. Several factors should be well understood in order to prove such a point and to follow through with the design and installation as proposed. Main factors are:

1. The survey.
2. Tonnage estimate.
3. Cost estimate.
4. Owning the system.

(To Be Continued)

Allen Dean To Manage Sales for A. V. Cauhorn

DETROIT—Allen Dean has been appointed sales manager for A. V. Cauhorn Co. here, distributor for Chrysler Airtemp air conditioning and heating equipment, it has been announced by A. V. Cauhorn, president.

For the past two years, Dean has been sales manager for The Paul Bunyan Co., of St. Ignace and Detroit, producer of pre-cut houses.

As a staff executive for the Detroit Board of Commerce from 1936 to 1945, he was often a spokesman for Detroit business at Washington and in national organizations. He also headed the program that expanded Detroit airline service from two airlines in 1939 to the present day world-girdling routes.

Fedders Net Profit Rises During First Half of 1949

BUFFALO—A net profit after taxes of \$1,255,116, or \$1.01 per common share, on sales of \$15,232,345 for the six months ending June 30, was reported recently by the Fedders-Quigan Corp. here.

This was considerably above the net profit of \$897,347, or \$.25 per share, on sales of \$10,490,027 for the same period in 1948.

List Shows Advantages of Air Conditioning

Establishment	Benefit
Restaurants Drugstores	a. Promotes cleanliness. b. Increases patronage. c. Customers eating in comfort will eat more. d. Increases revenue. e. Reduces spoilage.
Banks Private offices General offices	a. Promotes cleanliness. b. Increases employees' efficiency. c. Reduces errors. d. Goodwill towards its customers.
Hotels	a. Promotes cleanliness. b. Increases occupancy of rooms. c. Promotes the use of undesirable rooms. d. Promotes goodwill. e. Increases revenue.
Department stores Wearing apparel stores General merchandise Beauty shops Barber shops	a. Promotes cleanliness. b. Retains present customers. c. Attracts new customers. d. Increases revenue. e. Increases employees' efficiency. f. Reduces spoilage.
Office buildings	a. Promotes cleanliness. b. Retains present tenants. c. Attracts new tenants. d. Increases revenue.
Funeral homes	a. Promotes cleanliness. b. Attracts business. c. Increases revenue. d. Provides comfort by reducing nervous tension of attendants. e. Eliminates objectionable flower and attendants' body odors.
Theaters	a. Promotes cleanliness. b. Attracts attendants. c. Can be kept in operation all year-round. d. Increases revenue. e. Eliminates attendants' body odors.

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Restaurant Cooling Installation Two Compressors Cross-Connected for Variable Loads Permits 50% Load Reduction Without Any Appreciable Lag

DETROIT — Herbert L. Hund, owner and operator of Hund's famous restaurant in downtown Detroit, together with the popular Club Berkeley and the well-known Northwood Inn—both located in the suburban residential area, knows a good bit about air conditioning and is also the type of man who knows his own mind.

Over the years, since the early 1930's, he has used straight ventilation with outside air, well water cooling, packaged air conditioning, and central station systems, in his various restaurants.

Hund was among the better Detroit restaurant operators who were the first to install air conditioning in one form or another, because they knew it was good for business. During this early period a great many well water systems were installed, and most of these have since been abandoned, either because the water became sulphurous in character and produced an obnoxious stench when emptied into storm sewers, or because certain wells "ran out" and cool water was no longer available. Hund's restaurant was originally equipped with a well water system that provided adequate cooling for many years, but finally outlived its usefulness.

This year Hund decided to install direct expansion cooling equipment, and to make certain changes in the air distribution system to make it more efficient and more satisfactory. Capacity was also increased, as the restaurant's patronage has grown steadily since the original well water system was installed.

Based on design conditions of 95° to 75° d.b. and 80° to 67° w.b. to produce 50% relative humidity, Paul S. Hosman, chief engineer for Mechanical Heat & Cold, Inc., engineering contractor, estimated that the job could easily "get by" with a 25-hp. system.

EQUIPMENT FOR PEAK LOAD

He recommended, however, that 30 tons be installed, and Hund, because of his knowledge of air conditioning systems, agreed that the higher capacity would be most desirable.

Two other precautions were taken to meet the "peak load" resulting from large luncheon and dinner crowds. These were to protect the sensible heat load by insulating all ducts running through the low attic with Air-Cell fireproof board, and to increase the latent load by installing 6-row coils. Controls for the system were also designed to meet a wide variation in the capacity required at any given time.

The new 6-row coils located in the existing duct system are connected to two Westinghouse 15-hp. direct-connected compressors, as shown in the schematic diagram. These compressors are cross-connected, so they

are served by a single Westinghouse condenser. Water enters the condenser at 75° F. and leaves at approximately 105° F.

Control of the system is simple but very effective. When the system is started in the morning, the room thermostat calls for cooling and both compressors go into operation. As soon as the suction pressure in the system reaches a point where the load is being adequately handled, one compressor cuts out, leaving compressor No. 1 handling the job. Any change in the suction pressure causes compressor No. 2, to cut in and operate.

Thus the load reduction is actually 50%, but the operation of the system is practically instantaneous, and not subject to any lag.

VARIABLE SPEED FAN USED

Another important factor in the control of the system to meet sudden load changes is a variable speed fan. A variable speed motor was installed so that the air delivery can be increased or reduced by a simple manual operation. Air delivery may be varied from 6,000 to 10,000 c.f.m. with a constant intake of 25% fresh air.

By operating the system in this manner, the restaurant manager can increase the air delivery at will, and this is particularly valuable when a capacity crowd of conventioners suddenly appears for an early lunch.

In winter the restaurant is heated by steam coils installed in the ducts, and these are served by Detroit Edison Co. central steam. Control is by means of a thermostat connected to a motorized valve.

All necessary changes were made in the air distribution system, including the installation of three new ceiling diffusers, located in a section of the restaurant having a particularly low ceiling.

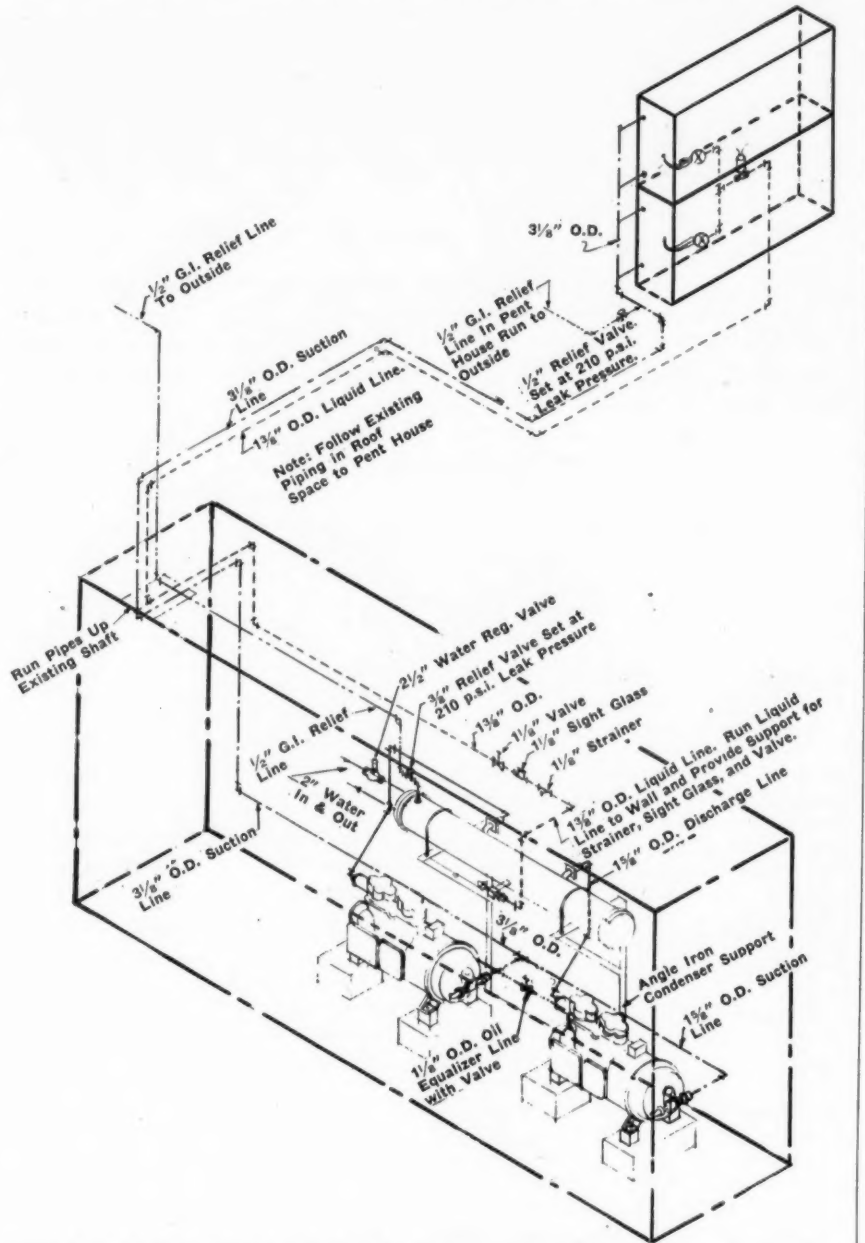
While Hund has had excellent success with "packaged" air conditioning in his Club Berkeley he still believes that a central station system is advisable where high peak load capacity is often required.

He knows that plenty of fresh air to eliminate smoke, adequate reduction in relative humidity, and ample cooling capacity are all essential to the comfort of his many patrons. The new system in his downtown restaurant has all three.

SELLING IT TO CUSTOMERS

And Mechanical Heat & Cold, Inc. did not go to sleep on the job of helping Hund "merchandise" his new air conditioning system. Before the building was closed for installation of air conditioning and other alterations, small table cards were printed and placed before every customer.

These read, "We will be closed beginning June 1 for the installation of Westinghouse air conditioning by



Isometric sketch showing the main piping connections in the air conditioning system for Hund's Restaurant, Detroit. Note that the two 15-hp. Westinghouse compressors are cross connected and served by a single condenser. A 50% capacity reduction is obtained by variation in the suction pressure.

Mechanical Heat & Cold—watch the papers for re-opening announcement."

At the same time two large signs carrying a similar message were supplied by the contractor and erected on two sides of the building, and these signs were seen by thousands of people while the restaurant was closed. The contractor also participated in the cost of re-opening announcements in Detroit newspapers.

According to Willard H. Sherman, sales manager for the engineering contractor, this type of advertising is very valuable to his firm, and is also a real service to the customer.

Sherman reports that when Hund was approached about the use of table cards he said, "We were going to get them, but you go ahead, and be sure to put your name on them."

Larkin Offers New Catalog, Separate Price Listings

ATLANTA—Larkin Coils here has just published a new 56-page catalog showing its complete line of commercial and industrial refrigeration and air conditioning equipment.

By special permission of the American Society of Refrigerating Engineers, several tables from the Refrigeration Data Handbook are contained in the new catalog, printed in two colors.

Unlike previous catalogs published by Larkin, the new one does not contain list prices. A separate price list has been published in conjunction with the catalog and is keyed to the new catalog for easy reference.

O. M. Sims, general manager of Larkin Coils, said, "we received such favorable reaction from both wholesalers and dealers when we published our new price lists recently, using one to show only the list price and the other to show the list and dealer's prices, that we are continuing to publish two price lists."

While the company is mailing copies of the catalog to its wholesalers and furnishing them with extra copies for distribution to their dealers, the company will mail a copy to anyone requesting it.

New Texas Repair House

MARSHALL, Tex.—A new refrigeration repair department has been added by Manly's here, with service on both home and commercial refrigerators being offered.

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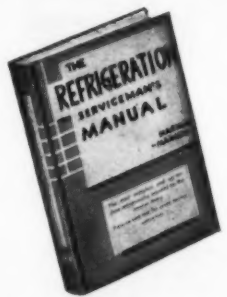
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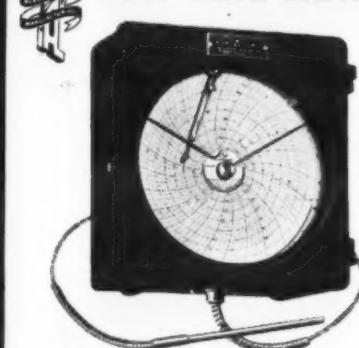
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INDICATING & RECORDING THERMOMETERS

Public Must Be Sold on Self-Serve Meats, Says Operator Who Is Convinced of Benefits

Older Customers Are Most Reluctant About Accepting New Method, While Younger Couples Seem To Favor It

KALAMAZOO, Mich.—"Personally I'm as sold on self-service meats as I thought I'd be, but there's still a lot of pioneering to be done on selling the idea to the public," believes Lawrence Post, who operates an independent neighborhood supermarket in the west end of this city.

Post, a member of the Independent Grocers Alliance, and doing at least \$5,000 every week, converted his meat department from service to self-service in April, installing three of the new 11-ft. McCray cases specifically designed for pre-packaged meat operations.

"Most all of the young people like the self-service meat, but some of the older customers aren't too sold on it yet," Post has found.

"The young couples who trade at our store, and they include a lot of ex-GI's who are just setting up homes and getting started in life, don't have too much money to spend on meat.

CUSTOMER KNOWS PRICE

"In a service meat department, if they ordered four pork chops, they'd be surprised and unhappy when they saw how much they cost. But when the chops are pre-packaged and displayed with the price plainly marked, these shoppers know in advance exactly how much they're going to have to pay. So instead of passing up chops completely because they don't know what they might cost, these couples may pick out a package of two or three chops."

For those customers who aren't completely sold on pre-packaged meats, a sign on the cases at Post's supermarket invites them to ask for "special cuts." When he has finished cutting meat for one of these customers, however, Post wraps it up in cellophane to make the package as attractive as possible.

"This impresses the customers, but more important is the psychological point of getting them accustomed to pre-packaged meat, because this package looks exactly like the pre-

packaged meats already on display in the cases," Post explains.

Among the advantages offered by pre-packaged meats that appeal to Post is this one:

"With self-service I'm relieved of the tension that used to bother me when there was a big crowd around the meat counters waiting to be served on the busy days. Now I know that most of these shoppers will pick out what they want from the open cases.

MORE TIME FOR SPECIAL CUTS

"This gives me more time to take care of those customers who want 'special cuts.' I can figure out exactly how to cut the meat to get the particular cut which the customer wants. If you're in a hurry, as you would be with a service meat operation, you'd probably make mistakes, which can be mighty expensive."

There's another point about self-service meats that Post likes.

"The average butcher has the tendency to wait on the 'woman in ermine' ahead of the less expensively dressed customer. Usually this 'woman in ermine' takes up much more of the butcher's time than the average customer because she wants fancy cuts that have to be trimmed just so, but she doesn't buy nearly so much or so often as the ordinary customer," Post declares.

"The other customer naturally gets mad when she has to wait while the butcher takes all this time for the 'ermine coat.' She resents it, and yet she'll be in to buy meat maybe twice a day six days a week while the 'ermine coat' comes in maybe twice a month.

"With self-service everyone is treated on an equal basis, and that's the way I think it should be," he believes.

Before putting in the self-service meat department last April, Post took one of his assistants with him to work for a few days in self-service meat departments operating in neighboring cities. This gave them

Offering Better Service to All Customers



Self-service meats mean better service to customers, including those who want "special cuts," believes Lawrence Post, arranging the meat display at left, following the recent conversion of his independent supermarket in Kalamazoo, Mich. Cutting and wrapping is done directly behind the three new McCray cases. Open refrigerated cases for produce and dairy items are also featured, as can be noted at right.

both some on-the-spot experience.

He also sent one of his girl wrappers to another store that pre-packaged meat so she could pick up some pointers on this phase.

"One of my best wrappers, though, is a girl who used to wrap fancy perfume packages," Post commented.

As for costs and profits in the meat department under pre-packaging, Post says he doesn't have figure yet.

"And I haven't heard any other market operators giving out with any really exact figures on packaging costs. We know it costs more this way, but how much more, we don't know.

"I know our costs have been cut a lot from what they were the first

few weeks, but I'm not so sure that this is the main point right now, anyway.

"Self-service meats are still in the pioneering stage, and the big talking point so far has been the increase in volume. I think we can worry about the costs later."

Fraser Opens Appliance Store

ALBANY, N. Y.—Carl A. Fraser has opened a new appliance store at 331 Central Ave., featuring Kalama-zoo sales and service. A set of aluminum ware was given free with the purchase of any range or appliance during the formal opening.

Distributorship Formed By Clayton Smith In East

WILLIAMSPORT, Pa.—Formation of his own company to specialize in the distribution of packaged commercial refrigeration and air conditioning equipment has been announced by Clayton C. Smith, who has covered some 20 counties in this area for a General Electric distributor for the past four and a half years.

Known as the Clayton C. Smith Co., the firm is located at 617 Hepburn St. here. The company will be a distributor for Victor Products Corp. and several allied lines.

Will it Sell?

That is the all important question to ask about the Refrigerated Display Equipment you handle.

You can answer that question by asking 8 more . . . they are:

- 1 Is it well made, and properly engineered?
- 2 Is it designed for efficient modern merchandising?
- 3 Is it backed by good, adequate advertising?
- 4 Is the producing company substantial financially and capable of producing?
- 5 What selling aids does the company offer?
- 6 Is it competitively priced?
- 7 Who are the people at the head of the company . . . reputable? experienced? friendly?
- 8 Do I have to supplement the line or will the one company furnish most types of equipment and parts?

Ask these questions of any equipment before you handle it. Ask them of your present equipment. If there is a weakness in the answers, then there is a weakness in the ultimate answer to the main question . . . WILL IT SELL?

We would like to have you ask these questions about Super-Cold equipment. We would like the opportunity of answering them completely and truthfully. Will you let us? Just mail the coupon below, and we'll give you full information. There is no obligation, of course.

NOTE: Inquiries from out of U.S.A. should be addressed to: International Division, or use Cable Address, "Supercold."

The Super-Cold Corporation
1020 E. 59th St., Los Angeles 54, Calif.

Gentlemen:
Please furnish me with details on your new Super-Cold franchise.

Name _____
Address _____
City _____ State _____

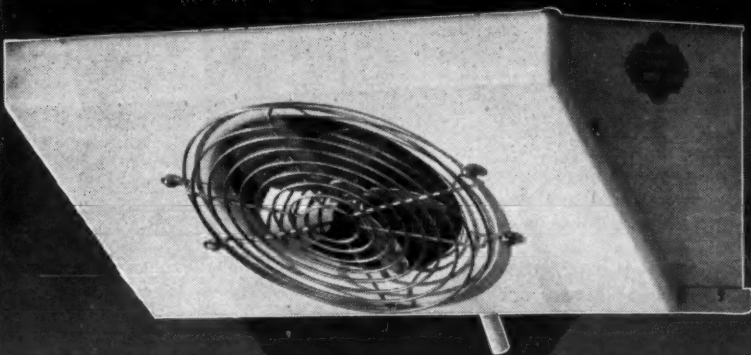
GUARDIAN OF
Flavor
Appearance
Purity

SUPER-COLD
Refrigeration

COMPLETE FOOD STORE REFRIGERATION UNDER ONE GREAT NAME

Filterpure

CEILING UNIT



Only 8 7/8 inches high

Designed specifically for reach-ins. They fit above the first shelf and can be installed in a few minutes with no alterations.

The refrigerated air is exhausted against the back wall and travels in a positive path to the bottom. There is no short-cycling, door sweating or refrigeration losses. Made in four sizes from 100 to 260 BTU per 1° TD.

Stocked and sold by leading Refrigeration Wholesalers

BETZ CORPORATION
HAMMOND INDIANA

SELL Revco
...AND COMPLETE SATISFACTION



Revco
8 CU. FT.
CHILL CHEST

Revco offers greater food storage capacity in less space... more features that appeal to the housewife. Sell Revco Chill Chests and you sell complete satisfaction... Write for literature!

Revco DEERFIELD INC. MICHIGAN

Available from 1/2 to 10 H.P.

CLEANABLE DOUBLE-TUBE COUNTER-FLOW WATER-COOLED CONDENSERS

Write for literature

Halstead & Mitchell
BESSEMER BLDG.
PITTSBURGH 22, PA.

TELLING and SELLING

A GUIDE TO SMART ADVERTISING AND MERCHANDISING PRACTICES

This series of articles comprising ideas and principles for the small retail or manufacturing business is written by James D. Woolf, who was for more than 20 years a vice president and director of J. Walter Thompson Co., one of the largest advertising agencies. Out of his experience embracing all types of advertising and merchandising he brings his counsel to the small businessman who must plan his own advertising and promotional efforts.

By James D. Woolf

Is Advertising Salesmanship?

In *Writing Advertising*, a book of mine in the 1920's, I said this: "The advertising business is (or should be) a business of selling through print."

The book was widely read and quoted, but nobody challenged that statement. In those days my definition was the accepted one. Its truth was being proved in campaign after campaign by such able copy men as Claude Hopkins, O. B. Winters, and James W. Young.

Today, in this era of radio, television, skywriting, and commercial movies, the term "print" is no longer adequate. So I have had to revise my definition as follows: "Advertising is a business of selling."

But this definition—or any definition that emphasizes the selling function—is today not acceptable to a growing body of copy men and advertisers.

Every time I give voice to this definition in my current writings, which I frequently do, somebody lets



out a roar. This morning in my mail I find a letter from the president of an important radio station, a former advertising agency man, who, dis-

cussing media values, fires this at me:

"In taking hold of this problem of media selection, one of the first things to realize is that it is definitely untrue (with rare exceptions) that advertising sells merchandise. Some people do sell books and piano lessons direct by mail through advertising, but that field is small compared with the great general advertising field."

He goes on to say that "advertising is a form of selling only to the extent that advertising makes it easier for the sale to be made."

It is true that there are certain things—adequate life and casualty insurance, for example—that people often buy with reluctance and only under pressure. And there are certain products—such as automobiles, encyclopedias, and dishwashing machines—that usually require demonstration and horse-trading with personal salesmen.

But even in these cases advertising can and sometimes does carry on its back an enormous share of the selling burden.

THE GREAT CURRENT FALLACY

The notion that remindership and passive consumer acceptance is the primary function of advertising is nonsense. Countless thousands of persons walk voluntarily into stores every day and spend hundreds of millions of dollars for products they specify by name.

Did advertising, for instance, merely "help" sell such revolutionary products as Kotex, Odo-ro-no, and Zonite—or was it primarily store pressure that put them over?

Is it behind-the-counter salesmanship that is selling millions of packages of such specialties as Spam, Prem, Mor, Duz, Dreft, Breeze, Glass Wax, Pard, Ken-L-Ration, Swans Down Cake Flour and Aunt Jemima Pancake Flour—or it is the power of desire-creating copy that appeals to human wants and needs?

I insist that in millions of instances advertising, almost single-handed, sells these and hundreds of other products. The fact that the public knows what it wants, in terms of brands, is what makes possible today's giant supermarkets.

No matter how difficult the product—an insurance policy, a calculating machine, wire rope, or a storage battery—why not pack into the copy that extreme maximum of SELL that is possible? It has always seemed to me that the harder the product is to sell, the more urgent is the need for hard-hitting, factual, sober-minded copy.

A little over a year 'ago I wrote and placed a little ad (112 lines) in a newspaper Sunday supplement at a cost of around \$200. Within a period of three weeks this advertisement sold, by mail, \$2,800 worth of lampshades, and a steady trickle of further orders came in for months.

The advertisement talked quality, design, beauty, and guaranteed satisfaction; no bargain price was offered. In 6-point type, solid, I jammed more words of information into that small advertisement than many advertisers use in a double-page spread. The copy, neither "cute" nor waggish, was hardly as entertaining as a page of copy in a Sears catalog.

"Oh, but mail order advertising is different," do I hear you say? Yes, that's right. It is different—and harder. It is harder because the mail order advertisement must stand on its own two legs.

Why, then, wouldn't this same ad-



vertisement—same newspaper, same persuasive fact-selling—do just as well or better over the name of a reputable retail advertiser? Or, running as a page in national magazines (same copy but more of it) over a list of store names, why wouldn't it sell a carload of lampshades?

INSIST ON SELLING COPY

What baffles me is the current passion for putting "entertainment" into advertising of store-sold articles. Retailers seem to be just as bemused as general advertisers.

The advertising pages of my local small-city newspaper are a hodgepodge of wise cracks, dreary gags, silly jingles, and poorly-done cartoons. Why these retailers do not, like their competitor the mail order advertiser, insist on selling copy is something that escapes me utterly.

It is not my contention that the sole objective of all advertising is outright sales. It is also the job of advertising, as Dale Carnegie would put it, "to win friends and influence people," over the long haul. Consumer acceptance, remindership, and fine institutional effect are, of course, desirable results.

But when you plan your strategy, select your media, and write your copy—what, where, when, why, how?—shoot for SALES. Why not? What do you have to lose?

Chalke Named GECC Agent

NEW YORK CITY—Don Whiting, New York district manager of General Electric Credit Corp., has announced the appointment of C. T. Chalke as local representative at Poughkeepsie, N. Y., succeeding S. W. Mills, deceased.

REFRIGERATION INFORMATION IN A HANDY FORM

NOW READY

Audel's Refrigeration and Air Conditioning Guide. Highly endorsed for Engineers, Servicemen, Shopmen. Covering modern Principles, Servicing, Operation & Repairs of Household, Special, Commercial & Industrial units. Including Freon, Quick Freezing Lockers, Water Coolers and Air Conditioning Systems. **ANSWERS YOUR QUESTIONS** 1280 pages, 46 chapters. All Fully Illustrated and Indexed for Ready Reference.

\$4 COMPLETE • PAY ONLY \$1 A MONTH

Get This Information for Yourself. Mail Coupon Today. No Obligation Unless Satisfied. ASK TO SEE IT.

AUDEL, Publishers, 49 W. 23 St., N. Y. 10

MAIL AUDEL'S NEW REFRIGERATION GUIDE for free examination. If O. K. I will send you \$1 in 7 days; then remit \$1 monthly until price of \$4 is paid. Otherwise I will return it.

Name _____

Address _____

Occupation _____

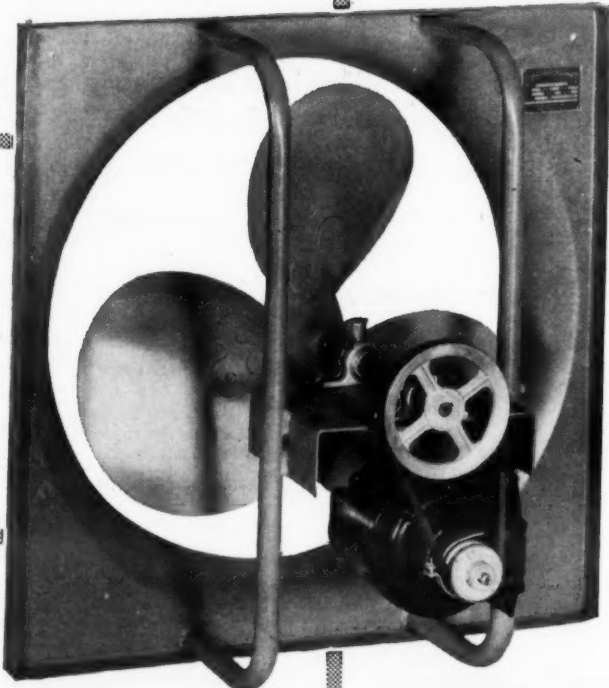
Employed by _____ R-12

HEAVY DUTY—24-INCH—BELT DRIVE EXHAUST FAN

Highest Quality
Regardless of Price!

COMPARE	MAKE A	\$116.00
	MAKE B	99.50
	MAKE C	128.00

CAPACITY
4510 C.F.M.
30" x 30" O.D.



GENERAL ELECTRIC

... 1/4 H.P. rubber-mounted GE motor, 115 volts, 60 cycle single phase A. C. Three-phase and D. C. motors also available.

Immediate Shipment!

Heavy, one-piece Venturi Frame. Scientifically designed for greatest efficiency. Extra-strong, arc-welded (not spot-welded), round tubes give least resistance to the air, at the same time providing greater strength. Genuine Torrington scientifically-designed blades. Accurately constructed and balanced with conservatively tested ratings.

GUARANTEE

Every STANDARD ELECTRIC Exhaust Fan is guaranteed for a period of one year. We will replace, at the factory, free of charge, any unit proving defective within that time.

"The Big Name in Fans"

STANDARD ELECTRIC

MANUFACTURING CO.
WEST BERLIN, N. J.

If You're Interested in Refrigeration
You'll want a copy of the new
DEPENDABOOK No. 150

Refrigeration
(Parts) Catalog

DEPENDABOOK Number 150 is jammed full of illustrated refrigeration parts and supplies at rock-bottom prices... Depend on the DEPENDABOOK. Write for your copy.

"Service doesn't falter when it comes from Harry Alter!"

The HARRY ALTER CO.
1728 S. MICHIGAN AVE., CHICAGO 16, ILL.
134 LAFAYETTE ST., NEW YORK 13, N. Y.

WHOLESALE ONLY

'Sell All-Electric' Film Package Offered by NEMA

NEW YORK CITY—Basic selling techniques and strategy, plus electric vs. LP gas information are included in the Sell All-Electric sales training film package, now being offered by the Nema Farm and Rural Market Committee.

The "package" includes a print of the 35 mm. (silent) slide training film, two copies of a narration to be read in presenting the film, and 100 copies of the Rate Comparison Folder.

The folder includes a handy LP calculator and mathematical formulas for determining comparative costs between electric and LP gas "rates" in any given territory for refrigeration, water heating, and cooking.

The package is offered at \$15, with provisions made to permit the purchase of folders separately and in quantity at "reproduction" cost.

The film and the accompanying material present the full electric argument and compare, objectively, the advantages of electricity with the claims made for LP gas.

The material can be used to good advantage in presentations attended by servicemen, advertising and promotional personnel, department executives, electrical associations, electrical leagues, appliance dealers, and similar groups, the committee pointed out.

The narration is provided in double-space form in order to provide sufficient room for the narrator to insert special comments.

Funeral Services Held for Morrison, Sunroc Founder

PHILADELPHIA—Funeral services were held recently for Samuel O. Morrison, founder and board chairman of Sunroc Refrigeration Co., who died in the University of Pennsylvania hospital July 28.

Morrison, who lived in Pine Ridge, was 66 years old. He played an important role in the development of the water cooler.

He formed Sunroc Spring Water Co. in 1922. Seven years ago, the company became Sunroc Refrigeration.

Admiral Promotes Glauber To Mideastern Sales Manager

CHICAGO—W. C. Johnson, vice president in charge of sales for Admiral Corp., has announced the promotion of E. R. (Red) Glauber to the position of mid-eastern regional sales manager.

For the past two years, Glauber has been with Admiral as branch manager of the New York Distributing Division. Prior to this, he was sales manager of Dale Distributing Co., former distributor of Admiral products in the New York City area, with the exception of the war years, when he served as a lieutenant commander with the U. S. Navy.

In announcing the promotion, Johnson stated that the key accounts in the New York area would be under the direct supervision of Glauber. In this capacity, Glauber will also act as liaison in merchandising, advertising, and sales plans.

May Refrigerator Sales Up 125% In Knoxville

KNOXVILLE, Tenn.—May was a good month for refrigerator salesmen in Knoxville but purveyors of other major appliances found the going much tougher than last year, a sales report compiled from 34 dealers by the Knoxville Utilities Board has indicated.

A total of 772 refrigerators were sold that month, some 126% more than in the same month last year.

Range sales were fair, only 2% under the May, 1948, figure.

But the rest of the major appliance family just wasn't in the picture. Washing machine sales were off 22% from last year, water heaters down 41%, ironers down 58%, home freezers off 67%, and waste disposal unit 80%.

Unit sales and total value for the month were as follows:

Appliance	Unit Sales	Total Value
Refrigerators	772	\$184,636
Ranges	386	84,922
Washing Machines	322	47,640
Water Heaters	99	11,318
Home Freezers	16	5,274
Ironers	13	2,225
Dishwashers	6	1,025
Waste Disposal Units	1	125

Home Equipment Co. Will Move In October

MEMPHIS, Tenn.—Home Equipment Co., local Frigidaire dealer, now located at 287 S. Bellevue, will occupy its own new and permanent home at 2529 Summer about Oct. 15, the company has announced. The \$50,000 main building, with warehouse and service shop to the rear, was designed by Faires & Sanford, architects.

The firm started in Sept. 1944, as a \$300 investment by Mr. and Mrs. George B. Bates and now has grown into a \$1,000,000 a year business.

Home Equipment Co. has now been incorporated with George B. Bates as president; Bert Bates, his brother, vice president, and Bennie R. Miller as secretary-treasurer.

The new building will include a modern appliance showroom, offices, and meeting room, all air conditioned. It will provide 6,000 sq. ft. of floor space. There will be ample off-the-street parking space, the company said.

Airo Supply Catalog Offers New Low Prices on Valves

CHICAGO—Airo Supply Co. has just issued its 49-A catalog featuring "new low" prices on many fittings, valves, etc., the firm announced.

Many newly-developed parts and accessories appear in the catalog, such as the Jarrow gasket notcher, Penn hot gas defrost unit, and La Zelle refrigerator cleaner.

Dealers and servicemen may receive a copy by writing directly to Airo Supply Co., 2732 N. Ashland Ave., Chicago 14.

Coolerator Appoints 2 Southern Distributors

DULUTH, Minn.—Appointment of Nelson Hardware Co., Roanoke, Va., and Bowers Wholesale Corp., Norfolk, Va., as Coolerator distributors has been announced by William C. Conley, Jr., Coolerator sales manager.

Nelson Hardware will distribute Coolerator products in central and western Virginia. Bowers' territory includes Norfolk, eastern Virginia, and the northern section of North Carolina.

Century Electric Reports Net Profit of \$36,427 for Half

ST. LOUIS—A net profit of \$36,427, equal to 7 cents a share, on net sales of \$6,178,385 has been reported by Century Electric Co. for the first six months ended June 30.

This compares with a net profit of \$1,026,993, equal to \$1.94 a share, on net sales of \$11,310,493 for the first half of 1948.

For the quarter ended March 31, net profit was \$26,572, equal to 5 cents a share, compared with \$541,748, or \$1.04 a share, in the like 1948 period.

Amana Adds Spelman As Special Sales Rep.

AMANA, Iowa—J. Joseph Spelman, formerly with Bendix Home Appliances, has been appointed special representative of the sales department, Refrigeration Div., Amana Society, according to an announcement by E. L. Hinchliff, director of sales.



Spelman has been associated with the appliance industry since 1932, first in retail sales activities of utility companies in New York State, and from 1935 to 1942, in sales promotion work with Servel, Inc.

During the war, he was connected with several government agencies. In the immediate post-war period he headed his own manufacturers' agency with headquarters in Rochester, N. Y. Just prior to joining Amana, Spelman was with Bendix Home Appliances in the Midwest.

Hinchliff reports that Spelman's addition to the Amana sales organization is one of a series of expansion moves to handle increased business in the home freezer field. The Amana plant recently went from a five to six-day week, and added an extra shift of production employees.

A. H. Gerhardt Resigns As Chief Engineer, With Thor Since '22

CHICAGO—Thor Corp., producer of home laundry appliances, recently announced the resignation of Andrew H. Gerhardt, its chief engineer, effective Aug. 1.

Gerhardt joined Thor in 1922 as a draftsman and has been chief engineer since 1937.

Distributor Modernizes Dealer Theater, Center

ST. LOUIS—The General Electric Supply Co. of St. Louis is the latest agency to apply showmanship with the aid of a contemporary-styled center and dealer conference theater at the distributors' headquarters.

Designed and built by Ad-Craft, Inc., St. Louis advertising display firm, what was once a drab 50 x 80-ft. room is now a center utilizing the dramatic effects of color and light. A system of backgrounds has been employed with shelving and a traffic-dividing island and wall of fluted glass and other materials.

Adjoining this, and made a part of it by an extra-wide doorway is a 20 x 50-ft. room with a stage.

A curved island display of four decks splits traffic at the entrance and on either side of it, display shelves are dressed in panels of limed oak and green. To the left of the entrance, beyond the island and behind a partition of fluted glass mounted in limed oak, is the radio-TV room, with sterling grey carpet wall to wall, blond, striated plywood panels, and egg crate wall and ceiling on one side, in contrast to a dark wall on the other side.

Along one wall of the main room, kitchen appliances have been plumbed in, making the room available for in-service demonstration and preparation of food for snack lunches for visitors.

General Electric Supply Co. distributes G-E's Hotpoint line, radio and TV sets, and small appliances in Missouri, Arkansas, and parts of Illinois and maintains branch offices in Springfield, Ill., and at Little Rock, Ark.

The company unveiled the remodeled conference rooms with an open house June 9 and 10 at 2653 Locust St., the home office in St. Louis.

Construction cost was approximately \$15,000.

Farr Names Biewener Norge Appliance Mgr.

CLEVELAND—Appointment of Fred H. Biewener as manager of Norge appliance sales for Refrigeration Sales Corp. here, recently-appointed Norge distributor for north-eastern Ohio, was announced recently by Warren W. Farr, president.

Biewener, who has been in the appliance business practically all his life since being graduated from the University of Kansas, comes to Refrigeration Sales from Pittsburgh, where he was manager of the Bendix Home Appliances, Inc., branch in that city.

Prior to joining Bendix, Biewener was manager of radio sales for Ludwig Hommel & Co., Pittsburgh Norge distributor, for whom he worked as a salesman prior to the war.

Motors, Controls on Farm Described In New Pamphlet

PITTSBURGH—Practical information on the application of motors and controls to specific farm operations is contained in a new 15-page booklet, "How To Apply Motors And Controls To Farm Jobs," announced by the Westinghouse Electric Corp.

Briefly discussed in the booklet are the advantages of electrical farm power and the basic functions of the portable motor and motor controls. Descriptive information and technical data on the types of motors and motor controllers to use for every service are also included.

Detailed instructions are given for making motors portable, as well as information concerning the types of pulleys and belts to use. The selection chart opposite page 9 will serve as a guide in choosing the proper equipment for specific jobs.

For a copy of Booklet 4155, write Westinghouse Electric Corp., Box 868, Pittsburgh 30.



NO OTHER STAR

By Jane Williams

"Not since Rhett Butler has the hero of a novel been so fascinating a scoundrel as is Kirby Storm. . . Few women live as vividly and movingly in the reader's minds and hearts as Lib-Lee Morral." Here is a grand novel of mid-America; a vivid, moving story set against the background of the first three decades of the century. NO OTHER STAR offers a truly memorable reading experience with an unusual and dramatic climax so powerful that it will not soon be forgotten. **\$300**



The Marshal's Baton

by George F. Taubeneck

An important and significant book, THE MARSHAL'S BATON is the "advanced course" in salesmanship, written by the author of the deservedly popular ONE FOOT IN THE DOOR. Here, for the first time, is the distilled knowledge and experience of the country's most brilliant sales executives who saw the need of codifying their sales wisdom for the benefit of younger men. It is a brilliant new source of power, and a unique and highly useful contribution to the science of creative sales management. **\$500**

THE MYSTERIES OF BLAIR HOUSE

by Roy Eastman

For the died-in-the-clue mystery fan at last comes a spine-tingling thrill with the first really new plot twist in years. Done in a style and tradition reminiscent of that master chiller, A. Conan Doyle, THE MYSTERIES OF BLAIR HOUSE so impressed its publishers that costs were ignored in producing this memorable first edition. In two colors, beautifully bound, and with "mood illustrations" by William A. Bostick, this is an ideal gift and a **\$275** pridesworthy library addition.

ORDER TODAY Use this Coupon

ORDER BLANK

Please Send Me The Following:

..... Copies of "No Other Star"

..... Copies of "The Mysteries of Blair House"

..... Copies of "The Marshal's Baton."

☐ Check Enclosed ☐ Bill Me

Name

Address

City..... Zone..... State.....

CONJURE HOUSE

BOOK DIV. OF BUSINESS NEWS PUB. CO.

450 WEST FORT ST., DETROIT 26, MICH.

FREE—Your Copy of the 1949


AUTOMATIC CATALOG

AUTOMATIC's new 164 page WHOLESALE Catalog is now off the press . . . yours on request! And, with it, you get our free price service, if you desire it. Write for your copy of the catalog now, on your business letterhead.

Automatic Heating & Cooling Supply

Div. of WEIL-McLAIN COMPANY
647 W. Lake St., Chicago 6, Ill.

30 Years' Reputation for Dependability



Lipman

REFRIGERATION and AIR CONDITIONING

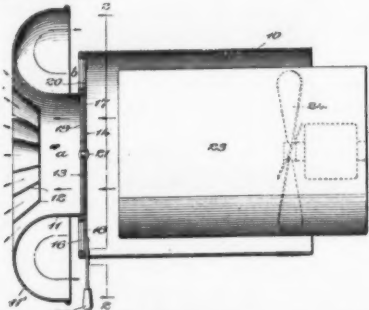
General Refrigeration Division

YATES-AMERICAN MACHINE CO., Beloit, Wisconsin

PATENTS

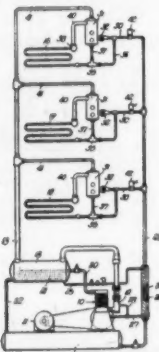
Week of April 12
(Concluded)

2,466,851. AIR FLOW CONTROL MEANS. Friedrich Honerkamp and Franz J. Kurth, New York, N. Y., assignors to Anemostat Corporation of America, New York, N. Y., a corporation of Delaware. Application Aug. 16, 1943, Serial No. 498,842. 9 Claims. (Cl. 98-40.)



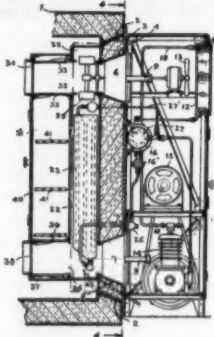
1. Air flow control means comprising an air supply conduit, wall means having two separate annular rows of spaced apart openings for outlet of air from said conduit, means to cause air delivered through the openings of the two sets to be discharged from the conduit in different directions, respectively, and a single rotatable valve disk operatively associated with said wall means and having therein two separate annular spaced apart rows of openings related to said rows in said wall means and operable by rotation thereof to completely or partly align the opening of either row thereof with the openings of the corresponding row in said wall means and simultaneously to completely or partly disalign the openings of the other row thereof from the openings of the other row in said wall means.

2,466,863. REFRIGERANT INJECTOR AND SURGE DRUM ARRANGEMENT. Harry A. Phillips, Chicago, Ill. Application July 3, 1947, Serial No. 758,903. 7 Claims. (Cl. 62-115.)



1. In a refrigerating system, the combination with evaporator means, of a suction line connecting the evaporator means with a compressor, a high pressure line for supplying liquid refrigerant to the evaporator means, an accumulator drum in the suction line, said high pressure line including a coil having location within the drum to provide a heat interchanger whereby any liquid refrigerant in the drum is evaporated, and a connection leading from the bottom of the drum for draining any oil accumulating in the drum and returning the same to the compressor.

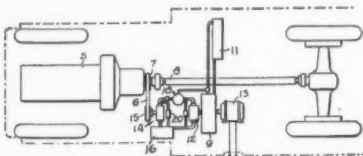
2,466,876. REFRIGERATOR UNIT. William H. D. Brouse, Toronto, Ont. Can. Application Feb. 12, 1945, Serial No. 577,558. 4 Claims. (Cl. 62-116.)



4. A refrigerator unit comprising an insulating panel forming a wall of said unit and having openings therethrough adjacent to the top and bottom thereof, closure members movable from one side of said panel, an evaporator compartment on the side of said panel opposed to said closure members and enclosing said openings, an evaporator mounted in said evaporator compartment, a freezing compartment adjacent said evaporator compartment having openings at the top and bottom communicating with the evaporator compartment and openings arranged opposite said last-mentioned openings, dampers controlling the size of the openings at the top of said freezing compartment, a casing mounted on said panel and enclosing the panel closure members and having openings at the top and bottom, a condenser connected in series with said evaporator and arranged in the top opening of the latter casing, motor operated fan means for drawing air into said casing and driving air through said condenser and fan means for drawing said air drawn in through the upper panel opening and said evaporator compartment, and means for circulating a refrigerant through said evaporator.

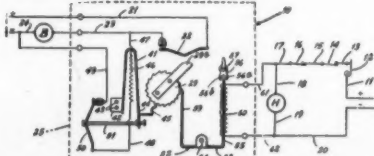
Week of April 19

2,467,398. CONTROL FOR REFRIGERATION APPARATUS. Eldon E. Miller, Batavia, Ill., assignor to Batavia Body Co., Inc., Batavia, Ill.



1. For actuating refrigeration apparatus on an automotive vehicle, the combination of, a rotary hydraulic fluid motor driving said apparatus, fluid pumping mechanism adapted to be driven by the power plant of an automotive vehicle to supply pressure fluid at two different constant pressures, a conduit for supplying fluid at the lower one of said pressures to said motor to maintain constant speed operation of the latter, a valve interposed in said fluid supply conduit to open and close the latter, a fluid pressure actuator, and means responsive to the refrigeration demands on said apparatus to supply fluid at said higher pressure to said actuator or to interrupt such supply whereby to open or close said valve according to the prevailing demand for refrigeration.

2,467,425. BLOWER CONTROL. Clifton A. Cobb, University City, Mo., assignor to Missouri Automatic Control Corp., St. Louis, Mo.

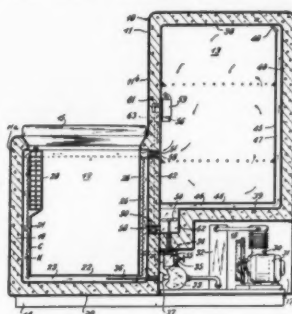


9. In a blower control for space conditioning systems in combination, an energizing circuit for said blower, an electrically operated timing device in said circuit operative to break said circuit after a predetermined period of blower operation, a circuit for said heat-producer, a resistance heater in said heat-producer circuit, a thermostatic element adjacent said resistance heater, and means having a connection with said thermostatic element and being movable thereby in response to an increase in temperature to a position for rendering said timing device ineffective to break said blower circuit.

2,467,427. REFRIGERATING APPARATUS. Lee B. Green, Lakewood, Ohio.

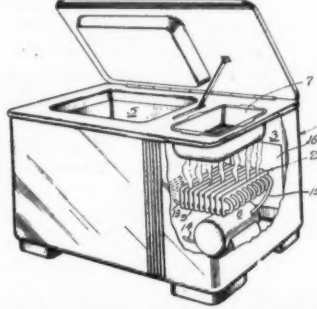
4. Refrigerating apparatus comprising, a thermally insulated housing having inner and outer walls defining a freezing chamber with an air space between the walls and extending at least part way around the outside of the freezing chamber, said housing also containing a storage chamber and air passages for a circulation of air between said air space and said storage chamber, said inner wall embodying a heat-exchange means for cooling said freezing chamber and the air being circulated through said air space, mechanical means operable to cause said circulation of air, said passages comprising a lower passage connecting

one portion of said storage chamber with the lower portion of the air space of said freezing chamber for supplying cold air from the latter to the storage chamber and an upper passage for returning air from said storage chamber to the



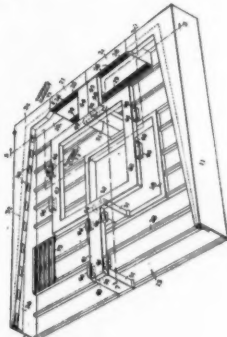
upper portion of said air space, valve means controlling said upper and lower passages and comprising a pair of spaced valve members in each of said passages and the valve members of each pair being connected for substantially simultaneous movement so as to define a thermal insulating air pocket therebetween when the valves are in their closed position, and means for actuating said valve means in response to temperature changes in said storage chamber.

2,467,464. REFRIGERATOR WITH DEFROSTING PAN. Laurier Carriere, Rockford, Ill., assignor to The Maytag Co., Newton, Iowa.



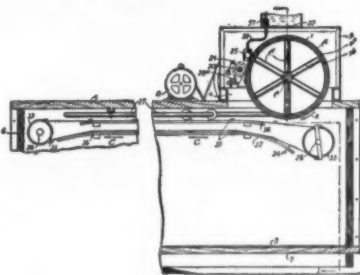
8. In a frozen food cabinet having a refrigerating system, a food storage chamber, a compartment disposed at one side and insulated from the storage chamber and having an opening in a side wall and an opening in the top of said compartment, said system including a refrigerant liquefying unit mounted in the lower portion of said compartment and cooled by the circulation of ambient air through the opening in the side wall, said unit being utilized to cool said chamber, a removable defrosting pan disposed in the opening in the top of the compartment to substantially seal the same and adapted to be heated by convection currents of heated air rising from said unit while flowing toward said opening in the side wall, and a cover for the top of the defrosting pan.

2,467,633. REFRIGERATION. James Scott, York, Pa., assignor to York Corp., York, Pa.



1. The combination of means enclosing a thermally insulated storage space, said means comprising side walls, floor and ceiling; a refrigerated air-cooler; air propelling means associated with said air-cooler; duct means associated with said storage space and cooler and adapted to cause cooled air to flow from the cooler along the ceiling, side walls and floor in thin streams so as to enclose the core of the cargo space in a substantially continuous envelope of flowing refrigerated air; and interchangeable air return means serving to control the return of air from said envelope to said cooler and capable of arrangement alternatively to cause the return flow substantially to bypass material stored in the core of said space, or to flow across the core of the space in contact with the stored material.

2,467,933. MACHINE FOR MAKING ARTIFICIAL ICE PRODUCTS. Axel Grubbs, Skade Bakker, near Højbjerg, Denmark; vested in the Attorney General of the United States. Application Jan. 7, 1941, Serial No. 373,496.



1. In an ice making machine in combination, a cooling body having a freezing surface, means for cooling said surface, means for delivering liquid to said surface, said cooling means being capable of cooling said surface to a sufficiently low temperature to thoroughly congeal said liquid to form a layer of hard dry undercooled ice on said surface, a revolvable milling cutter co-operable with said surface to remove congealed material therefrom, said cooling body and said milling cutter being relatively movable in addition to the rotation of the latter, and means for heating said milling cutter to facilitate removal of any particles therefrom.

(To Be Continued)

CLASSIFIED ADVERTISING

POSITIONS WANTED

DO YOU have a help problem? Let us solve yours. Select from our graduates the man qualified to handle your work. We have men available for all parts of the country, who have completed 34 weeks of practical shop refrigeration and some who have also completed our practical advanced training course in air conditioning. Many are very well qualified. THE ST. LOUIS SCHOOL FOR ELECTRICITY AND REFRIGERATION, INC., 6767 Southwest Avenue, St. Louis 17, Missouri.

MANUFACTURERS REPRESENTATIVE—Established sales engineer, desires direct factory representation on East Coast of well known line of refrigeration, air-conditioning, and allied products. Has own showroom and office facilities. Am favorably and well known in industry with many personal contacts among contracting dealers and distributors. BOX 3239, Air Conditioning & Refrigeration News.

AVAILABLE—MAN thoroughly experienced and qualified to take complete charge of commercial refrigeration and air conditioning business desires connection as manager or sales manager with progressive firm in the Southeast. Details of qualifications and references upon request. BOX 3253, Air Conditioning & Refrigeration News.

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WANTED: BEER dispensing equipment salesman with proven sales record to sell the new Superflow system with automatic pressure, temperature control and complete refrigeration. Salesman selected will operate on retail sales in Cleveland to learn our sales plans and prepare for good position as field representative and sales executive in distributor organizations. Must be prepared to start August 22nd. Salary and commission. Excellent opportunities available to producers. Write qualifications "Air Mail" to Ray Kromer, SUPERFLOW MANUFACTURING CO., 801 Broadway, Cleveland, Ohio.

SALES MANAGER for complete Carrier commercial refrigeration line, including Carrier ice cube maker, for this large metropolitan trading area. Incentive plan for highest calibre experienced man. TRI-STATE ELECTRIC APPLIANCE COMPANY, 4322 Clayton Avenue, St. Louis 10, Missouri.

MANUFACTURER'S REPRESENTATIVE: 30 to 45, by large manufacturer of commercial condensing units, packaged and central type air conditioning units, to establish dealers in North West states, Seattle location preferred. Permanent. M. E. graduate or equal with application and dealer contact experience in this line. Must be permanent resident, know territory and own car. State all qualifications and lines now handled in first letter. BOX 3255, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

TUNNEL BLAST freezers. Hussmann. Brand new complete with baskets, expansion valve, and heat exchanger. Rated 18,000 BTU's at 10° TD. \$450.00 each. BIMEL CO., Cincinnati, Ohio.

SPECIAL CLOSE-OUT on brand new Dole and Yoder freezer plates: size 19" x 30" @ \$3.00; 22" x 32" @ \$3.00; 19" x 72" @ \$7.00. Also Bush finned coils 76" x 16" @ \$24.00. Tube single row @ \$7.00. Subject to prior sale. Prices are net. F.O.B. N.Y.C. Send deposits to GENERAL REFRIGERATORS CORPORATION, 678 Broadway, New York 12, New York.

BRAND NEW Chrysler Airtemp condensing units, open type, air-cooled, complete with control: 1/4 H.P. model B-25A, \$59.00 ea.; 1/2 H.P. model B-33A, \$69.00 ea.; 3/4 H.P. model B-50A, \$89.00 ea.; 1 H.P. model B-75A, \$109.00 ea.; 1 1/2 H.P. model B-100, \$139.00 ea. Prices are net. FOB N.Y.C.—subject to prior sale. Please accompany orders with deposits; balance a/d or COD. GENERAL REFRIGERATORS CORPORATION, 678 Broadway, New York 12, N. Y.

SPECIAL CLOSE-OUT—250 Liberty Motor & Engineering Co. refrigeration compressors. New—1/2 hp.—sealed. For use with "Freon" (F-12). Can be adapted to low temperature cabinets, milk coolers, or for any ordinary air compressor or high grade vacuum pump. F. L. JACOBS CO., 1100 W. 21st St., Indianapolis, Ind.

EXPANSION VALVES: Detroit 893 M40 1/4" \$5.50 ea.; Detroit 893 T F30 10" super 1/4" x 1/4" P. \$4.50 ea.; Detroit Non-adj. 893 x 1/2" T F15 3" super \$1.50 ea.; solenoid valve Automatic Products Mo-73 RB 3/4" P-220V \$5.00 ea.; Sporlan Stand. 1/2" TM 3/4" x 1/2" \$5.50 ea.; Sporlan Stand. 1/2" TF 3/4" x 1/2" \$5.50 ea. Controls: Penn Temp. with high pressure cutout 170 lbs. Mo LSCT with overload range -5° plus 45° \$4.50 ea.; Penn High pressure cutout with manual reset range 125 lbs. to 225 lbs. \$4.00 ea. General Electric compressor parts new, fits all 1/4, 1/2, 3/4 HP pumps mo. Cm 35, 302-D and CM 10 (upright twin). Valve plate, reed, gasket C10A319 \$2.00 ea.; Eccentrics 109A158 \$2.50 ea.; Connect. rod C9A127 \$1.00 ea.; Pistons and pin C9A182 \$1.25 ea.; Stand. complete seal repl. for Kelv., Frigid. and G. E. two faces \$1.25 ea. Redmond Fan Motors, Mo 123, type RV-115, watts 95 R.P.M. 1550, HP 1/2, stud mounting 227/8 centers, 5/16 shaft \$6.00 ea.; lots of 4 \$5.50. Universal Compressors (New) 1/2 & 3/4 HP Model "K" \$39.00 flywheel and valves \$10.00 additional and 1 1/2 HP. Model "M" \$55.00 flywheel and valves \$14.00 additional. Minn. Honeywell Temp. Controls Mo L480B Range 0° to 50° \$4.00 ea.; Minn. Honeywell Control range 30° to 70° mild cooler bulb 1 1/16" diameter by 14" long \$4.00 ea.; General Electric compressor valve plates \$2.50 ea.; 1/4" steel flare nuts plated .03 ea.; 1/4" Brass short flare nuts .04 ea.; 1/2" Brass long flare nuts .06 ea.; 1/2" Brass long flare nuts .04 ea. Dehydrators "Rapid" refillable #2 size 1/4" outlet \$1.25 ea. NORTHLAND REFRIGERATION COMPANY, 1742 Wabansia Avenue, Chicago 22, Illinois.

THERMOSTAT SWITCHES—Ranco type "B" #2503B. Cut in 26°—cut out 5°. Brand new—lots of 50—96¢ each. Lots of 100—.75¢ each. Lots of 1000—.50¢ each. 2000 units available. SKYPRODUCTS, Box 6R, Ottsville, Pa.

BRAND NEW Kramer Trenton Thermobanks: #TV75 complete—including blower, Thermobank, solenoid, Torq clock, heat exchanger, strainer, \$95.63 ea. #TV103 complete—including blower, Thermobank, less solenoid, Torq clock, heat exchanger, strainer, \$99.40 ea. Comb. #07 complete—including blowers, Thermobank, solenoid, Torq clock, heat exchanger, strainer, \$175.00 ea. Comb. #1 complete—including blowers, Thermobank, less solenoid, Torq clock, heat exchanger, strainer, \$158.03 ea. Universal units—heavy duty, complete with Ranco pressure controls: 25FS 1/4 H.P. air cooled, \$53.20 ea. Water regulating valves: 246P06NH 3/4" I.P.T. thread body, \$6.00 ea. 2" FPT Perfection, \$10.00 ea. 2" FPT Perfection, \$15.00 ea. 2 1/2" FPT Perfection water regulating valve, \$20.00 ea. 3" FPT Simoniz water regulating valve, \$25.00 ea. Electric motors, single phase: 2 H.P. Century, 110/220, 60 c. \$59.12. 2 H.P. Wagner, 110/220, 60 c. \$59.12. 2 H.P. Wagner, 208/416, 60 c. \$59.12. 3 H.P. Century, 110/220, 60 c. \$85.63. 3 H.P. Wagner, 110/220, 60 c. \$85.63. 3 H.P. G.E., 110/220, 60 c. \$85.63. Universal hermetic unit: S13L-1 1/2 H.P. low temperature, \$49.50. Tecumseh compressor bodies: 2300 1/2 H.P. twin cylinder, complete with flywheel and service valves, \$18.50. Electric motors—3 phase: 2 H.P. Century, 110/220-v. 60 c. \$47.77. 2 H.P. Wagner, 110/220-v. 60 c. \$47.77. 2 H.P. Century, 220/440-v. 50/60 c. \$47.77. 2 H.P. Fairbanks-Morse, 220/440-v. 50/60 c. \$47.77. 3 H.P. Century, 220/440-v. 50/60 c. \$51.09. 3 H.P. General Electric, 220/440-v. 50/60 c. \$51.09. 3 H.P. Century, 220/440-v. 50/60 c. \$51.09. 3 H.P. Wagner, 220/440-v. 50/60 c. \$51.09. 5 H.P. Wagner, 440-v. 50 c. \$60.85. 5 H.P. Wagner, 208-v. 60 c. \$60.85. 5 H.P. Wagner, 220/440-v. 50/60 c. \$60.85. 5 H.P. General Electric, 220/440-v. 50/60 c. \$60.85. 5 H.P. Century, 208/416-v. 60 c. \$60.85. 7 1/2 H.P. Century, 220/440-v. 50/60 c. \$79.79. 7 1/2 H.P. General Electric, 380-v. 50 c. \$101.01. 10 H.P. General Electric, 220/440-v. 50 c. \$101.01. 10 H.P. Wagner, 220/440-v. 50/60 c. \$101.61. 10 H.P. Fairbanks-Morse, 220/440-v. 50/60 c. \$101.61. 15 H.P. Century, 220/440-v. 50/60 c. \$121.14. 15 H.P. General Electric, 220/440-v. 50/60 c. \$121.14. Cutler-Hammer magnetic starter, 50% lower than job quotations: CH9584H283, size 0, \$7.50. CH9584H285, 0, \$7.50. CH9584H295, 0, \$7.50. CH9584H330, size 1, \$8.00. CH9584H331, 1, \$8.00. CH9584H335, 1, \$8.50. CH9584H347, 1, \$8.00. CH9584H517, 1 1/2, \$9.00. CH9584H518, 1 1/2, \$9.00. CH9586H1293, 0, \$8.00. CH9586H1705, 1, \$8.50. CH9586H1706, 1, \$8.50. Low pressure controls: type PH-20" V. 40# range 5-30# differential 10-26# setting, Cutler-Hammer, \$2.95. Receiver: 1 H.P. air cooled with shut off valves, \$5.00 ea. Penn low pressure control: P3 20" vac. to 50 lbs. press., min. 5 lbs. to max. 40 lbs., 1/4" female I.P.T., close high, open low, \$4.00. Equipped with monel bellows corrugation housed in steel cup. Approx. size, height 14"—length 24"—depth 3 1/4". American Injector oil separators: #4008 3/4" inlet, 3/4" outlet, \$5.00. Faraday Zero Sentinel Alarm System with control and light, \$3.25 complete. Send for free folder. All materials are new, shipped F.O.B. N. Y. No order too small. Don't wait send your order now. TRACO INDUSTRIAL CORPORATION, Dept. A, 455 Eleventh Ave., New York 18, N. Y. BRYANT 9-1324.

BUSINESS OPPORTUNITIES

GOOD GOING commercial refrigeration business with Kelvinator domestic franchise. Complete sheet metal department for air conditioning and heating work. Complete shop equipment for refrigeration repair. New modern building 2 years old—size 30 ft. x 70 ft. Display room 20 x 30 with full vision glass windows. Located on main highway at the edge of town. Plenty of parking space. Center of Wisconsin's resort section. In business 15 years—a well established sales and service department with consistent earning record. Other business connection requires full time. IDEAL REFRIGERATION & HEATING COMPANY—Shawano, Wisconsin.

COMMERCIAL, DOMESTIC refrigeration and appliance store established 18 years in Southern California locality where year-round business assures of a fine income. Good lease, attractive premises and good location. Owner's age and failing health require relinquishment. Correspondence solicited. BOX 3245 Air Conditioning & Refrigeration News.

I HAVE a commercial refrigeration business, located in a town of 20,000 in Penna., which is just the right size for two servicemen. At present, we have two trucks on the road working four counties. We are handling all high grade merchandise, and doing a \$30,000 a year business. The inventory I will sell at cost, and the building I will sell or give a long lease. Easy terms. For further information write BOX 3254, Air Conditioning & Refrigeration News.

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DETROIT AIR Conditioning Institute is accepting applications for enrollment in fall term classes starting September 13 and October 25. Fully GI approved courses in air conditioning, refrigeration, heating, ventilating, sheet metal layout, heat pump engineering. Write for free information. DETROIT AIR CONDITIONING INSTITUTE, Dept. D, 4126 Grand River, Detroit 8, Michigan.

MISCELLANEOUS

ATTENTION CONTRACTORS—Dealers—Servicemen. Norge sealed units remanufactured and exchanged. Immediate delivery from stock. 1 year guarantee. Write for prices and shipping instructions. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 5, Michigan.

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8-5-49

Refrigeration Problems

and their Solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Hot Weather Hints (6)

Occasionally you run across an installation that, regardless of what you do, just will not carry the load. In winter or even in normally warm weather, it gets by, although the machine runs most of the time. Nevertheless, it does hold temperature. But during blistering hot days, in June, July, and August or maybe even some days in May or September, the machine not only runs without stopping but the refrigerator and product temperatures go too high.

You do everything you can think of. There is plenty of charge, no restrictions, nor excessive pressure drop; the evaporator is fully active; the air circulation is not impeded; you have tightened hardware and put on some new gaskets; the condenser is clean; the fan is putting as much air through the condenser as possible; the compressor is in good shape, valves working OK; you have even over-fed the expansion valve so as to reduce the superheat in the suction line.

But despite all your efforts and all the little tricks of the trade that you have picked up over the years, the machine just won't handle the load. The head pressure is way up, machine runs continuously, and temperatures in the box are just not low enough to prevent food spoilage.

NEEDS BIGGER UNIT

Everything about the installation is in first class condition and doing its very best. The only out is for the customer to buy a new and

larger machine. If it is a $\frac{1}{4}$ hp., he probably needs a $\frac{1}{2}$ -hp. job or possibly even a light $\frac{3}{4}$ -hp. unit. In the long run, he is better off to buy the new machine. He would save service costs, for the job is overloaded and most anything can and does happen. Also, he would save the food losses. The customer is probably losing business, too.

But for some reason, he will not buy a new unit or you cannot get one for him right away—soon enough to do him much good. Maybe he has a new fixture on order. Maybe there just isn't room for a larger unit. Whatever the reason, the present unit has to be made to do the job if it is humanly possible, and it has to be done now.

It wouldn't do any good to speed up the compressor, for the chances are that the motor is doing about all it can. Besides, the condenser is overloaded now and the head pressure is way up.

So you are stumped. He's a good customer; you'd like to help him, but you can't give any more time to it, unless you can accomplish something.

SUPPLEMENTARY WATER-COOLED CONDENSER

There are three ways to give the air-cooled machine some more capacity, and all three of them require water.

(1) One way is to replace the air-cooled condenser with a water-cooled condenser. This is often possible, but it is rather expensive. It means not only a new water-cooled condenser, but a water-control valve and a high-pressure cut-out. Also, it takes a lot of time drilling new holes to mount the condenser, water valve,

cut-out, etc. A sufficient amount of cooling water at a low enough temperature may not be available or it may cost too much. Or the customer may be prejudiced against water-cooled condensers. But it can be done, and it is one way to increase the capacity of the condensing unit by lowering the head pressure.

(2) Another way, and one that is often feasible even if available water is rather warm and costly, is to put a heat exchanger in the discharge line from the compressor to the air-cooled condenser as shown in Fig. 1. This is an ordinary heat exchanger that was originally designed for cooling the liquid refrigerant by means of the cold suction line.

The hot gas from the compressor passes through the larger, inner tube (that was intended for the suction line) and the water is passed through the outer tube of the heat exchanger (the part that was intended for the liquid line).

Important: Connect the water to the condenser side of the exchanger, so that it operates in a counter-flow manner—the water flowing in the opposite direction to the hot gas from the compressor. In this way, the cooled gas, as it leaves the heat exchanger, is in thermal contact with the coolest water, so the gas to the condenser is cooled to a minimum temperature.

A water control valve is shown in Fig. 1. It should be set to maintain a pressure that is low enough to give the condensing unit enough additional capacity that it can carry proper temperatures, and yet stop once in a while at least.

Just what this discharge pressure setting will be is difficult to accurately predict, but if it can be as low as the pressure on the pressure-temperature chart corresponding to a temperature about 15° to 20° above room temperature, it should add enough capacity to the unit to serve your purpose.

SETTING THE WATER VALVE

Normally, about the highest head pressure (with "Freon-12") that you would have in a 95° room would be about 180 p.s.i.g. If the job was heavily overloaded, the head pressure might go up to above 200 p.s.i.g., so even if you could get it down to the 180 p.s.i.g., you would be increasing the machine's capacity by around 15%. If you could get it down to 155 to 160 p.s.i.g., you would be further improving the efficiency by another 15%.

So in all, you may be helping an overloaded machine as much as 25% which may be enough to carry the overload and hold temperatures and maybe even allow the machine to cut-off once in a while.

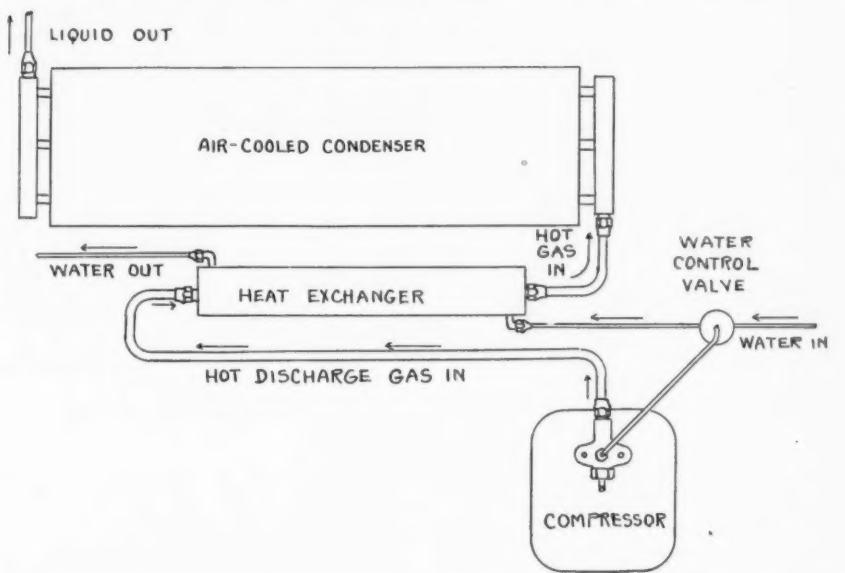
So you would wish to set the water valve to maintain a head pressure about 10% below the normal. Condensers are usually sized so that the condensing temperature is about 30° with a maximum of 35° above room temperature, so you would want to set the valve at a pressure that corresponds to room temperature plus about 20° .

In our example, this would be $95 + 20 = 115^{\circ}$ corresponding temperature, and the pressure corresponding to 115° is 146 p.s.i.g. Therefore, the water valve would be set to close at about 145 p.s.i.g. and open about 10 or 15 p.s.i.g. higher—that is, about 155 or 160 p.s.i.g. So the water valve would not normally open unless the room temperature got up to 85° or above.

All you expect this small auxiliary water-cooled condenser to do, is to hold down excessive head pressures, so you want to set the water valve to cut off during normal weather, and open only during the extra-hot weather.

A solenoid valve could be used in the water line to the heat exchanger. The electric coil of the solenoid valve would be wired in parallel with the compressor motor (and should, therefore, be for the same voltage). Then when the machine starts, the solenoid valve opens and lets water to

Fig. 1. Heat Exchanger In the Discharge Line



the heat exchanger. One disadvantage of this method is that the water flow to the heat exchanger is unregulated, regardless of how much or how little water is required.

On the other hand, the pressure regulated water-control valve passes only as much water as is necessary to maintain the desired head pressure. Moreover, in cool weather, when the air-cooled condenser itself will take care of the reduced load, the water valve will not have to open at all, for the head pressure will be below the opening pressure of the water control valve.

The water usage of the heat exchanger in such a method, is small compared to the water usage of a water-cooled condensing unit of adequate size. It may be as little as 10 to 20% as much in fact. There-

fore, it may be possible to dispense with either the water control valve or a solenoid valve and use merely a hand valve to be turned on under extreme conditions only.

It is not necessary with this arrangement, to use a high-pressure cut-out. Even if the water supply were entirely cut off from the heat exchanger, the unit would not be any worse off than it was before the heat exchanger was put on and when the unit had to depend on the air-cooled condenser alone. The head pressure would rise, if it was hot enough weather for the water-control valve to be open, but the head pressure would not go to the dangerously high pressure that would be the case with an ordinary water-cooled unit.

(To Be Continued)

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Here are typical examples from the broad line of C-H "specific-fit" refrigerator replacement controls.

9502N388 C-H

"specific-fit" for Norge 1932-33-34 models.

9502N95 C-H

"specific-fit" for Hostess 1933-34-35-36-37-38 models.

9521N64 C-H

"specific-fit" for Norge 1938 models.

9502N373 C-H

"specific-fit" for Cold Spot 1932-33-34-35-36 models.

9521N69 C-H

"specific-fit" for Philco 1941 models.

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Month	1/4 hp.	1/2	3/4	1	1 1/2	2	3	5	Over 5*	Total
January	24	32	25	18	8	10	4	3	3	127
February	33	25	32	32	13	10	7	7	4	163
March	27	38	43	36	16	7	1	2	11	181
April	36	23	30	29	17	14	2	1	7	159
May	31	35	44	21	19	6	11	7	9	183
June	29	36	43	37	20	8	14	3	6	196
Total	180	189	217	173	93	55	39	23	40	1,009

*Includes five 7 1/2-hp. machines, four 10 hp., six 15 hp., four 20 hp., two 25 hp., one 30, two 40 hp., two 50 hp., one 60, one 65, three 100, one 105, one 125, one 137, four 250, one 350 hp., and one 400-hp. machine.

High-Speed Refrigerated River Boats Are Readied

ST. LOUIS — High-speed refrigerated service on perishable seafood items will be provided between St. Louis and the Gulf of Mexico shortly, when the Caribbean-Pacific Traders Corp., 309 Locust St., here, will introduce high-speed river refrigerated freight service.

The P.T. boat, driven by three Packard marine engines will carry approximately 50 tons of sharp-frozen cargo, consisting of frozen shrimp and other seafood on its northbound trip from New Orleans to St. Louis, and general food products southbound.

With speeds up to 50 miles an hour on the river, the former military weapon will offer easily the fastest water service ever available, according to the company.

The 50 tons of refrigerated food will be kept in a series of sharp freezer and holding compartments, distributed over the 82 1/2-ft. length of the vessel. Refrigeration, at -10° F., will be supplied by "Freon" refrigerant, driven by Diesel power.

The unique service has already been sold to many food retailers in the St. Louis area. All refrigeration equipment was installed by St. Louis manufacturers and refrigeration engineers.

Booklet Offers Data On Water Vapor

PITTSBURGH—The second in a series of illustrated bulletins on the fundamental physics of water vapor as related to solid adsorption dehumidification has been published by Pittsburgh Lectordryer Corp. and is now ready for distribution.

Entitled "The World Is Sopping Wet," the new bulletin is the second in a series written by Elmer R. Queer, professor of engineering research, and E. R. McLaughlin, associate professor of engineering research, State College, Pa. Both are consultants to the company.

Although the bulletin is a technical explanation of moisture and its effect on daily living, it is reportedly so prepared and presented as to be readily understood by the layman.

Copies may be obtained without charge by writing to Dept. E. G., Pittsburgh Lectordryer Corp., P. O. Box 1766, Pittsburgh 30, Pa.

Sales Engineer Wanted

High type Sales Engineer with an engineering background and real sales ability to call on high class accounts, must have experience in sales and ability to train men to sell condensing units and refrigeration equipment. Send full particulars, age, photograph, and references with application.

Box 3256, Air Conditioning & Refrigeration News

York's Nine Months Profits \$1,644,828

YORK, Pa.—A net profit of \$1,644,828, equal to \$1.48 a common share, has been reported by York Corp. for the nine months ended June 30, compared with \$2,367,741, or \$2.25 a share, for the corresponding period a year ago.

Orders booked for the period amounted to \$31,828,903 and uncompleted contracts \$11,316,642, against \$39,403,629 and \$17,511,788 for the like period of the preceding year.

For the June quarter, net profit was \$805,704, or 77 cents a share, against \$881,555, or 85 cents a share last year.

Orders booked for the quarter are reported as \$11,463,420, against \$12,955,336.

Dallas Air Conditioning Show Progress Reported

DALLAS, Tex.—A well-rounded group of exhibits is said to be assured for the Southwest Air Conditioning Exposition, which is to be held at Fair Park here, Jan. 23 to 27, 1950, according to those in charge.

It now appears that when the exposition opens all space in the Hall of Agriculture and the Poultry building will be occupied with machinery, equipment, and the many collateral displays.

Representing the sponsoring society is an advisory committee of which A. E. Stacey, Jr., president of the American Society of Heating and Ventilating Engineers, is chairman. Membership of the committee includes C. Rollins Gardner and Reg. F. Taylor, who are members of the Council of the Society; Dr. F. E. Giesecke, past president of the ASHVE.

Regional interests of the Society are represented on the committee by the following presidents of the chapters indicated: R. B. Guest, Delta Chapter; W. R. Lee, northeastern Oklahoma; G. A. Linskie, North Texas chapter; A. H. Otto, Shreveport chapter; George R. Rhine, southwest Texas chapter; R. J. Salinger, south Texas chapter; and H. S. Shafer, Oklahoma chapter.

Clarence Bachman Dead; Veteran in Appliance Field

BERKELEY, Calif.—Clarence J. Bachman, Pacific Coast regional manager, Kelvinator Div. of Nash-Kelvinator Corp., died July 30 in Alta Bates hospital here.

Bachman was born in Minnesota in 1895. Widely known in electrical appliance merchandising, he entered the field with General Motors at Dayton in 1926, and held a number of executive sales positions with Frigidaire. He joined the Kelvinator sales department at Detroit in June, 1938, and became manager of the Dallas, Tex., branch late that year. He was appointed Pacific Coast regional manager in 1939.

Detroit Sales Gain--

(Concluded from Page 1, Column 5) are shown also in two tables, one for air conditioning, the other covering commercial units.

In the latter table, which indicates that June has been the largest month so far in 1949 with 196 units being installed, the data is broken down by size of equipment and by month.

Thus, it is shown that 3/4-hp. size units lead for the first six months with 217 being installed. Next in order are the 1/2-hp. size with 189; the 1/4 with 180; and the 1-hp. with 173 installations.

Comparing the installations by month shows that May with 183 and March with 181 follow most closely behind June, leading with 196.

The largest machines installed during this period include a 400-hp. machine, a 350, and four 250-hp. compressors.

The breakdown by size of air conditioning installations shows, as would be expected, that the 5-hp. size is the leader by far. There were 223 units of the size installed, the nearest other size being the 3-hp. unit, 60 of which went into service.

Of the 5-hp. installations, 220 were self-contained jobs, leaving only three as remote, central-station systems. There were likewise only three remote installations in the 3-hp. size, as compared with 57 self-contained units.

There were also 18 7 1/2-hp. self-contained machines installed, 14 10-hp., and two 15-hp. package units. Largest compressor installed for air conditioning was a 300-hp. job.

How Air Conditioning And Commercial Sales Increased This Year

Remote Commercial Condensing Units

	1948	1949
January	138	127
February	144	173
March	130	181
April	184	159
May	131	183
June	127	196
Total	854	1,009

Air Conditioning Units, Compressors

	1948	1949
January	12	27
February	37	23
March	42	31
April	90	32
May	68	78
June	63	181
Total	312	372

Size of Air Conditioning Installed In Detroit In 1st Half of '49

Hp.	Central	Self-Contained	Total
Under 3	1	3	4
3	3	57	60
5	3	220	223
7 1/2	4	18	22
10	9	14	23
15	14	2	16
20	4	...	4
25	7	...	7
30	2	...	2
40	5	...	5
50	3	...	3
60	2	...	2
300	1	...	1
Total	58	314	372

Penn Room Cooler Sales--

(Concluded from Page 1, Column 2) gain over June of last year and missed their sales volume for May by one unit. A total of 31 were sold.

All other major appliances failed to equal their 1948 marks, but several bettered their May volume. Home freezers were up 38% over May, automatic washers 22%, dishwashers 10%, refrigerators 8%, and ranges 1%.

Comparative unit sales figures for June, May, and June, 1948, are as follows:

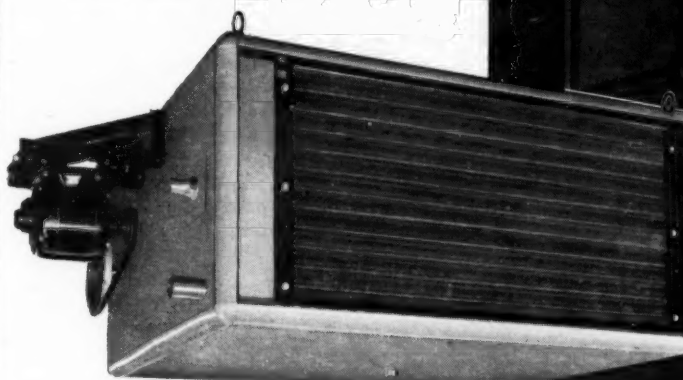
Appliance	June 1949	May 1949	June 1948
Refrigerators	2,582	2,388	2,717
Home Freezers	257	187	267
Dishwashers	36	33	39
Garbage Disposers	34	34	49
Ranges	899	887	1,006
Room Coolers	74	8	20
Clothes Driers	31	32	12
Ironers	179	215	247
Washers, Automatic	260	215	333
Washers, Conventional	1,228	1,297	1,692
Vacuum Cleaners	516	643	708
Water Heaters	459	523	515

Serviceman Who Was Mayor Dies In Illinois

URBANA, Ill.—Joseph R. Somers, 42, refrigeration serviceman and recently elected mayor of this city, died on July 19 of peritonitis that developed following an operation. Somers, who was said to be the city's second Democratic mayor in 35 years, is survived by his widow and three children.

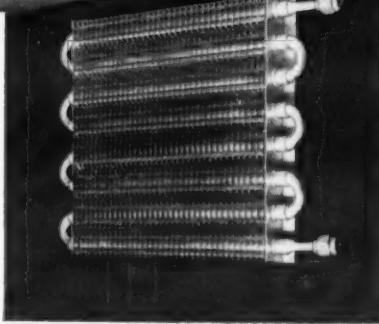
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1 BUSH HEAVY DUTY FLOOR TYPE COOLER is built in two sections for quick, easy installation. Available in capacities of 24,000-96,000 BTU/HR at 10° TD above 32° and 24,000-90,000 BTU/HR at 10° TD below 32°.

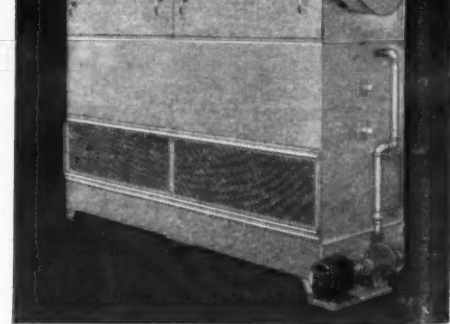


2 BUSH HEAVY DUTY CEILING TYPE COOLER

is the last word in scientific design and efficient operation. Easy to install... readily accessible for service. Available in capacities of 24,000-48,000 BTU/HR at 10° TD above 32°.



3 BUSH FIN COILS are supplied in various models, lengths and fin spacings. Aluminum fins on tin-plated copper tubes. Also steel galvanized for ammonia.



4 BUSH EVAPORATIVE CONDENSER is supplied in capacities of 5-40 tons... with continuous tubing... centrifugal pumps... fibreglass eliminator sections (20-40 tons).

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